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SURVEY OF BUYING POWER

SECTION A: SURVEY FEATURES

SECTION B: U.S., REGIONAL & STATE SUMMARIES AND METRO RANKINGS

SECTION C: METRO AREA, COUNTY & CITY DATA BY STATE

RENDAN MC NALLY
CQUISITIONS EDITOR, SRI
ONGRESSIONAL INFORMATION SVC
520 EAST-WEST HGWY
ETHESDA MD 20814 3389
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S&MM

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July 1987 Contents

Survey of Buying Power

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Section A

EDITORIAL FEATURES AND SURVEY HIGHLIGHTS

CANADIAN DATA?

Once again this year, Canadian data on metros and provinces are not included in the *Survey of Buying Power*. If you would like to receive updated statistics for Canada, the Market Statistics division will provide formatted data on a request basis. Inquiries should be directed to: *Bristol Voss, Librarian; Sales and Marketing Management, 633 Third Ave., New York, NY 10017*. There is no charge for this service.

Data in this *Survey of Buying Power* are organized into three sections. The black index tabs along the righthand edge of the book provide easy access to each section.

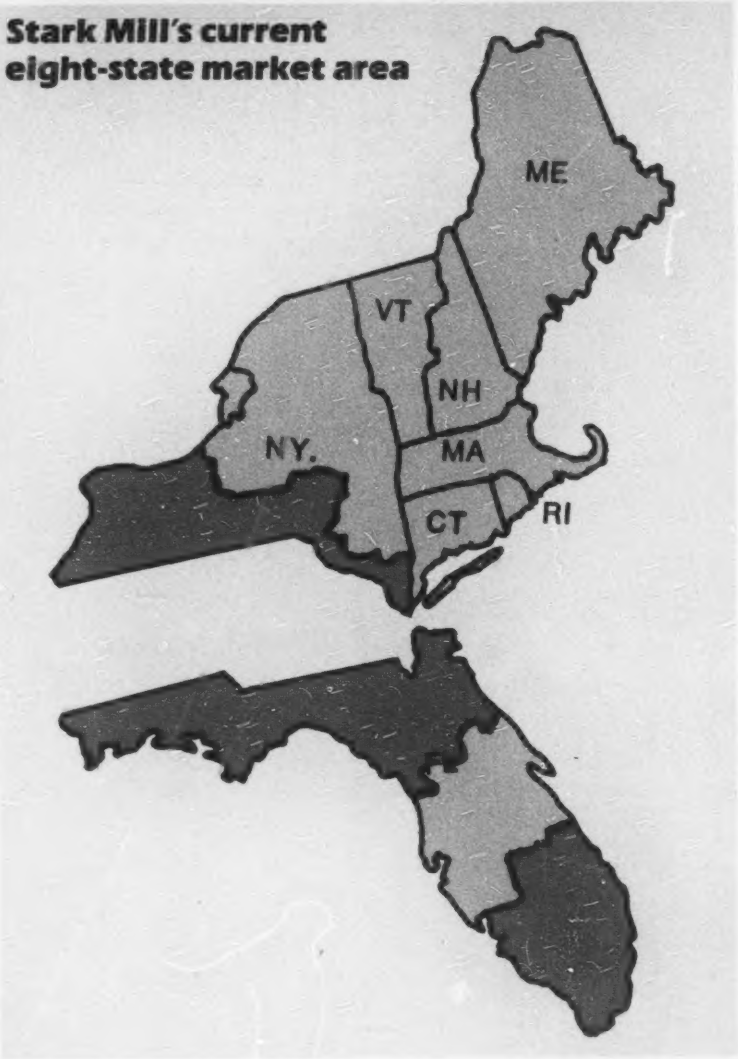
companies, rather than directly to the public.

Lambert currently has a staff of eight salespeople, six of whom sell the full range of Stark Mill's products and printing services, while two additional salespeople have been assigned to deal strictly with the larger newspapers and publications in certain markets. Advertising is done in regional editions of industry magazines, local business publications, and newspapers. Sales for 1986 were around $45 million—$35 million from commercial sources and $10 million from industrial.

Stark Mill's management decided that in 1987 the company would expand its operations to include the remainder of the Eastern Seaboard (New Jersey, Delaware, eastern Pennsylvania, Maryland, Washington, DC, Virginia, North Carolina, South Carolina, and Georgia), and Lambert has been assigned the task of evaluating his sales force's effectiveness, mapping out sales territories for the new region, and planning an initial ad budget. Fortunately, as an S&MM reader, Lambert has used the four survey issues in the past and is familiar with how they can be utilized to help him produce the data he needs for these projects.

MAP 1

Stark Mill's current eight-state market area



Performance ratios

His first step is to evaluate the performance of his sales personnel. In the past, the company has found that Population and Effective Buying Income (EBI) are fairly reliable (if somewhat general) indicators of commercial printing expenditures. Therefore, in Stark Mill's present eight-state market area, salespeople are based in metropolitan areas that allow them the easiest access to the appropriate concentrations of EBI, with population as a secondary consideration (see **Map 1**).

Lambert's six full-line salespeople are based in the following metro areas: Territory 1 - **Boston** (covering Boston and eastern Massachusetts); Territory 2 - **Hartford, CT** (covering western Connecticut and western Massachusetts); Territory 3 - **Albany, NY** (covering New York State and Vermont); Territory 4 - **Providence, RI** (covering Rhode Island and eastern Connecticut); Territory 5 - **Manchester** (covering New Hampshire and southern Maine); and Territory 6 - **Sarasota** (covering selected markets in central Florida). The two additional salespeople assigned to cover newspapers and magazines are currently based in Boston and Sarasota, bringing the total number of salespeople to eight.

Sales quotas are based on each territory's percentage of total EBI for all the metros in the six territories, with Lambert making an additional adjustment that reflects industrial (business-to-business) sales opportunities in each area. Using *Survey of Buying Power (SBP)* data, Lambert constructs the following table showing total metro-area EBI for each territory:

Territory	Total Metro EBI ($ Bil.)	% of Total
1. Boston	$63.4	26.8%
2. Hartford	62.2	26.3
3. Albany	30.3	12.8
4. Providence	14.9	6.3
5. Manchester	14.3	6.0
6. Sarasota	51.5	21.8
Total	**$236.6**	**100.0%**

This table tells him, for example, that the Hartford territory's share of the total market is 26.3%, and Lambert noted that his salesperson in this territory accounted for 28% of company sales so far in 1987, indicating above-average performance.

In addition to these commercial data, industrial sales potential as calculated from the statistics contained in S&MM's *Survey of Indus-*

trial & Commercial Buying Power (SICBP) can then be factored in, producing a different list of market share. Since a majority of company sales to industrial clients are made to large plants in SICs 2711 (Newspapers), 2721 (Periodicals), 2761 (Business forms), and 2782 (Blankbooks & binders), a combined listing of large plant and shipment totals for the counties in each territory can be compiled as follows:

Territory	Large Plants	Shipments ($ Mil.)
1. Boston	21	$816.8
2. Hartford	29	955.1
3. Albany	0	—
4. Providence	4	106.4
5. Manchester	0	—
6. Sarasota	6	400.0
Total	**60**	**$2,278.3**

According to these calculations, Lambert sees that the Hartford territory should be his strongest industri-

TABLE 1

County-level industrial data from SICBP

1986 S&MM Est

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U S Ship Recpt	% In Large Estab
CONNECTICUT						
Fairfield	**All mfg.**	**842**	**271**	**12,361.0**	**.5733**	**82**
2051	Bread, cake, & related products	8	4	478.5	3.0042	98
2342	Brassieres, girdles, & allied garments	6	3	52.6	5.7885	90
2711	Newspapers	17	5	128.0	.5791	78
2721	Periodicals	23	6	315.8	2.5829	73
2731	Book publishing	7	2	190.4	1.9397	85
2751	Letterpress commercial printing	25	2	64.1	.6851	46
2844	Toilet preparations	3	1	323.3	2.6247	97
3079	Miscellaneous plastics products	22	6	74.5	.3127	57
3469	Metal stampings n.e.c.	10	4	91.0	.7792	71
3482	Small-arms ammunition	1	1	110.6	6.7156	100
3511	Turbines & turbine-generator set units	2	2	76.2	2.7306	100
3519	Internal-combustion engines n.e.c.	1	1	129.0	1.3006	100
3541	Metal-cutting machine tools	9	4	105.4	2.4186	90
3562	Ball & roller bearings	3	3	120.8	3.2512	100
3573	Electronic computing equipment	20	8	621.8	1.2042	91
3579	Office machines n.e.c.	3	2	884.1	7.7699	98
3643	Current-carrying wiring devices	8	7	125.7	4.6195	98
3662	Radio & TV communication equipment	27	9	328.6	.9736	80
3679	Electronic components n.e.c.	23	10	167.7	.8573	83
3721	Aircraft	2	1	1,227.3	4.2436	100
3724	Aircraft engines & engine parts	2	2	306.1	3.4051	100
3811	Engineering & scientific instruments	9	5	61.4	1.5794	94
3823	Industrial process-control instruments	8	3	69.7	1.7466	73
3829	Measuring & controlling devices n.e.c.	10	6	177.6	0.6702	93
3832	Optical instruments & lenses	6	5	560.2	12.6958	100
3841	Surgical & medical instruments	13	5	259.6	5.1299	94
3842	Surgical appliances & supplies	8	4	84.7	1.2711	86
3861	Photographic equipment & supplies	8	4	213.4	1.8793	89
6025	*National banks, federal reserve system*	*6*	*4*	*522.8*	*.3788*	*96*
7011	*Hotels, motels, & tourist courts*	*24*	*9*	*96.6*	*.3109*	*73*
7372	*Computer programming & software*	*11*	*4*	*177.5*	*1.5531*	*90*
8062	*General medical & surgical hospitals*	*12*	*12*	*575.8*	*.3186*	*100*
Hartford	**All mfg.**	**814**	**250**	**10,945.5**	**.5076**	**81**
1629	*Heavy construction n.e.c.*	*3*	*1*	*1,042.0*	*3.9482*	*99*
2032	Canned food specialties	1	1	308.4	7.6407	100
2512	Upholstered wood household furniture	2	1	98.1	1.9495	98
2621	Paper mills, except building paper	3	2	152.6	.7593	96
2711	Newspapers	11	5	120.4	.5447	88
2751	Letterpress commercial printing	23	5	51.4	.5494	54
2752	Lithographic commercial printing	14	6	130.4	1.0089	82
3079	Miscellaneous plastics products	26	4	93.6	.3929	46
3316	Cold-rolled steel sheet, strip, & bars	2	2	76.1	1.1725	100
3423	Hand & edge tools n.e.c.	6	3	99.4	2.9899	84
3429	Hardware n.e.c.	8	4	319.0	3.5166	95
3451	Screw-machine products	22	1	76.4	3.4484	38
3471	Plating & polishing	13	4	81.0	3.3239	80
3484	Small arms	2	2	95.9	6.8623	100
3495	Wire springs	19	7	340.2	17.0006	73

Source: Sales and Marketing Management's *1987 Survey of Industrial & Commercial Buying Power.*

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al market, particularly Fairfield County, CT, which shows almost $444 million in shipments in just two of the four industrial SICs mentioned above. **Table 1** shows these data.

Data for territories that show no large plants or shipments in these SICs (Albany and Manchester) tell Lambert that sales in these areas are derived strictly from commercial sources or from smaller industrial operations, since the *Survey of Industrial & Commercial Buying Power* requires that there be an aggregate employment of 1,000 or more in a 4-digit industry for that SIC to be listed as a separate line.

Using these two tables, the mix between industrial and commercial prospects can now be calculated. For example, the Hartford territory accounts for 26.3% of metro-area EBI but 41.9% of industrial sales in the aforementioned SICs. Because commercial sales account for almost 80% of corporate sales ($35 million out of $45 million), Lambert constructs a simple weighted formula—eight parts EBI to two parts industrial shipments—multiplying these weights times the percentage of commercial and industrial market share to arrive at a balanced production quota for Hartford:

$8 \times 26.3 = 210.4$
$2 \times 41.9 = 83.8$
$210.4 + 83.8 = 294.2$
$294.2 \div 10 = 29.4$

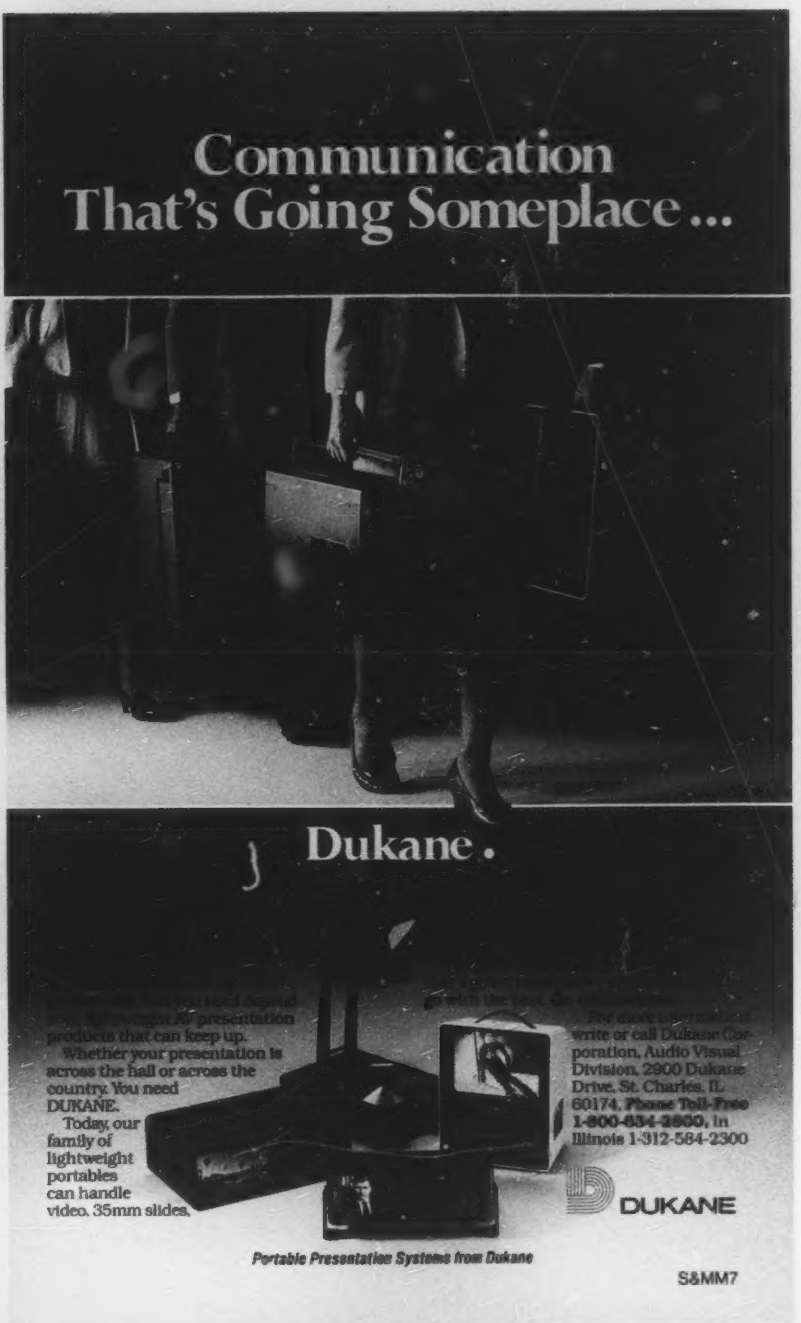
From this simple calculation, Lambert sees that the Hartford salesperson should actually be producing 29.4% of company sales, not the 28% mentioned earlier. With this information in hand, Lambert makes a note to talk to this salesperson about increasing industrial penetration in this market.

Similarly, Lambert goes through the rest of his territories, checking *SBP* data against the *SICBP* figures by using the production quota formula. Through this, he discovers that Hartford offers greater industrial opportunities than Boston, which helps explain why his Hartford salesperson is consistently a point or two higher than the Boston man. With this information in hand, Lambert decides to give some serious thought to moving one of his two specialized salespeople from the Boston territory to Hartford, where industrial opportunities are greater. He also finds that the Albany and Manchester territories are virtually devoid of large industrial customers, so he decides to have his salespeople there direct their sales efforts to the commercial side, where opportunities for expansion seem greater.

Finally, Lambert notes that Essex County, MA, currently part of the Boston territory, has six large industrial plants with $95 million in total shipments, while the Manchester territory—which lies adjacent to Essex County—has no large plants at all to call on. Lambert therefore decides to add this county to the Manchester territory, helping to even out the coverage and market share potential between the two.

Operating costs

In terms of calculating field sales expenses, Lambert relies on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S&MM's *Survey of Selling Costs*, which provides him with a Per Diem Index figure for most of the metros in the company's six sales territories. This index shows the cost of a day's meals and lodging as a ratio of the U.S. average (100). A Per Diem Index of 110, for example, shows that a metro's selling costs are 10% higher than the national average. Index figures for the 10 metros in Stark Mill's territories range from a high of 134 in Boston to a low of 83 in the New Bedford-Fall River-Attleboro, MA metro area.

Everything seems to be in order except for the Albany territory, where the Per Diem Index is a relatively low 93. Expenses in this territory consistently rival those coming out of the Hartford sales office, a territory which contains three of the four metro areas posting Per Diem Indexes in excess of 100 (Hartford - 111, Bridgeport - 108, and Worcester - 103). Accordingly, Lambert makes a note to ask his Albany salesperson about this disparity. **Table 2** shows selling cost data for these markets.

TABLE 2

Metro area selling costs from SSC

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1985–86	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Bridgeport-Stamford-Norwalk-Danbury	Average $72.40 Range $41.00–$109.50	B $ 4.10 L $ 8.20 D $16.25	$100.95	5.4%	**108**	$4.75	Limo: $5.00 Taxi: $5.90 Dist.: 4 mi. SE Time: 10 min.	$43.45
Hartford-New Britain-Middletown-Bristol	Average $71.80 Range $29.00–$135.00	B $ 5.20 L $ 7.05 D $19.80	103.85	13.7	**111**	5.15	Limo: $5.00 Taxi: $18.00 Dist.: 14 mi. N Time: 15-25 min.	49.30
New Haven-Waterbury-Meriden	Average $57.70 Range $32.00–$80.00	B $ 4.95 L $ 6.30 D $18.00	86.95	9.0	**93**	5.25	Limo: None Taxi: $6.00 Dist.: 3.5 mi. SE Time: 15 min.	42.27
Tampa-St. Petersburg-Clearwater	Average $62.25 Range $24.00–$125.00	B $ 5.95 L $ 6.95 D $17.40	92.55	4.5	**99**	5.70	Limo: $3.50 Taxi: $10.00 Dist.: 5 mi. NW Time: 10-15 min.	37.30
Boston	Average $91.80 Range $46.00–$145.00	B $ 4.30 L $ 9.50 D $19.00	124.60	8.1	**134**	5.00	Limo: $5.25 Taxi: $11.00 Dist.: 3 mi. NE Time: 30-40 min.	50.28
New Bedford-Fall River-Attleboro	Average $49.35 Range $37.00–$65.00	B $ 5.00 L $ 9.10 D $13.90	77.35	6.0	**83**	4.95	Limo: None Taxi: $5.00 Dist.: 2.5 mi. N Time: 15 min.	49.63
Springfield	Average $53.20 Range $42.00–$84.00	B $ 4.35 L $ 6.75 D $14.65	78.95	4.6	**85**	5.50	Limo: $6.00 Taxi: $23.50 Dist.: 18 mi. S Time: 30 min.	44.63
Worcester-Fitchburg-Leominster	Average $66.20 Range $48.00–$95.00	B $ 4.75 L $ 6.85 D $18.50	96.30	7.4	**103**	5.50	Limo: None Taxi: $8.00 Dist.: 5 mi. W Time: 20 min.	54.00
Albany-Schenectady-Troy	Average $60.20 Range $34.00–$110.00	B $ 4.20 L $ 6.95 D $15.25	86.60	11.5	**93**	4.50	Limo: $4.90 Taxi: $9.90 Dist.: 10 mi. NW Time: 20 min.	44.98
Providence-Pawtucket-Woonsocket	Average $69.50 Range $43.00–$94.00	B $ 4.40 L $ 6.70 D $12.75	93.35	0.9	**100**	4.75	Limo: $5.75 Taxi: $14.00 Dist.: 7 mi. S Time: 15-20 min.	46.99

Source: Sales and Marketing Management's *1987 Survey of Selling Costs*.

TABLE 3

Metro area projections from SBP-II

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/86 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1986-1990	12/31/90 Total House-holds (Thous.)	% Change 1986-1990	EFFECTIVE BUYING INCOME 1990 Total EBI ($000)	% Change 1986-1990	Average Household EBI 1986	Average Household EBI 1990	RETAIL SALES 1990 Total Retail Sales ($000)	% Change 1986-1990	Retail Sales Per Household 1986	Retail Sales Per Household 1990	BUYING POWER INDEX 1986	BUYING POWER INDEX 1990
MASSACHUSETTS															
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,703.1**	**3,738.0**	**.9**	**1,417.6**	**3.2**	**77,818,740**	**45.2**	**39,832**	**54,895**	**40,437,982**	**46.0**	**20,175**	**28,536**	**1.8604**	**1.7974**
Essex	649.1	663.0	2.1	256.0	4.5	13,186,517	46.3	36,837	51,510	7,529,890	47.4	20,856	29,414	.3249	.3167
Middlesex	1,365.2	1,364.2	–.1	509.2	2.2	30,797,744	44.6	42,766	60,483	14,526,157	45.0	20,115	28,527	.7092	.6809
Norfolk	610.9	614.1	.5	227.6	2.9	14,117,981	44.7	44,137	62,030	7,613,559	45.5	23,660	33,451	.3375	.3250
Plymouth	437.8	465.1	6.2	163.0	8.9	8,010,726	50.1	35,663	49,146	3,984,356	52.5	17,456	24,444	.1878	.1889
Suffolk	640.1	631.6	–1.3	261.8	.9	11,705,772	43.1	31,525	44,713	6,784,020	43.3	18,245	25,913	.3010	.2859
NEW BEDFORD - FALL RIVER - ATTLEBORO	**492.9**	**508.8**	**3.2**	**189.7**	**5.7**	**7,696,573**	**44.6**	**29,644**	**40,572**	**3,014,318**	**47.5**	**18,939**	**26,433**	**.2091**	**.2033**
Bristol	492.9	508.8	3.2	189.7	5.7	7,696,573	44.6	29,644	40,572	3,014,318	47.5	18,939	26,433	.2091	.2033

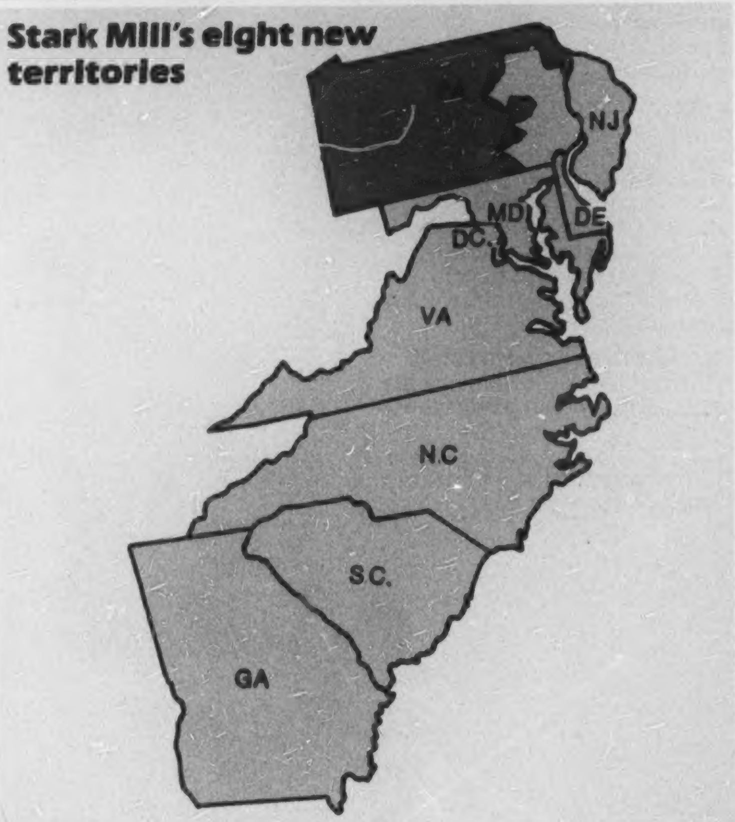
Source: Sales and Marketing Management's *1986 Survey of Buying Power—Part II.*

In addition to metro market operating costs, the *Survey of Selling Costs* also contains formulas for calculating a salesperson's cost per call, as well as a Sales Call Efficiency Index that uses the Per Diem Index to compare cost-per-call figures more equitably from one territory to another. This way, a fairer evaluation of the performance of salespeople in different territories can be achieved.

Establishing sales quotas

Next, Lambert establishes sales quotas for the upcoming year by using the metro market projections contained in S&MM's *Survey of Buying Power - Part II (SBP-II)*. Instead of arbitrarily assigning a 10% or 15% increase across the board, he uses the five-year projections for metro market EBI and compares them with current totals. In the Boston territory, for example, Lambert notes that the combined 1986 total EBI for the Boston and New Bedford metros (which make up the majority of the territory) is $63.4 billion. Then, from *SBP-II*, he takes the projected 1990 EBI for these same two metros, which is estimated to be $85.5 billion (**Table 3**), and charts an annual rate of increase, which works out to 8.7%. Combining this with reports from the field (new industrial plants under construction, gains in population within the territory, increased competition), Lambert comes up with a sales forecast for the Boston territory for 1987-88. Using similar methods, he works out sales goals for his salespeople in the remaining territories.

MAP 2


Stark Mill's eight new territories

Market expansion

With this out of the way, Lambert now turns his attention to the Eastern Seaboard, the area into which Stark Mill is scheduled to expand (**Map 2**). He begins by compiling state totals for EBI and industrial plants and shipments, producing tables similar to those done for his existing territories:

SURVEY HIGHLIGHT

Nuances of regional growth:

Region/State	1986 Pop. (Thous.)	1980 Pop. (Thous.)	% Change 1980–86	% of U.S. Pop. 1970	% of U.S. Pop. 1980	% of U.S. Pop. 1986
NEW ENGLAND	**12,820.0**	**12,386.1**	**+ 3.5%**	**5.7776%**	**5.4207%**	**5.2846%**
Connecticut	3,212.0	3,109.0	+ 3.3	1.4904	1.3606	1.3054
Maine	1,182.4	1,134.3	+ 4.2	.4827	.4964	.4827
Massachusetts	5,876.0	5,741.1	+ 2.3	2.7667	2.5126	2.4427
New Hampshire	1,025.1	935.5	+ 9.6	.3518	.4094	.4236
Rhode Island	980.5	949.6	+ 3.2	.4656	.4156	.4004
Vermont	544.0	516.6	+ 5.3	.2204	.2261	.2253
MIDDLE ATLANTIC	**37,620.4**	**36,779.6**	**+ 2.3%**	**18.1897%**	**16.0963%**	**15.6375%**
New Jersey	7,687.3	7,380.2	+ 4.2	3.5382	3.2299	3.1279
New York	17,979.6	17,526.3	+ 2.6	8.9100	7.6702	7.4954
Pennsylvania	11,953.5	11,873.1	+ 1.0	5.7415	5.1962	5.0142
EAST NORTH CENTRAL	**42,129.9**	**41,800.9**	**+ 0.8%**	**19.7614%**	**18.2938%**	**17.2499%**
Illinois	11,663.2	11,452.7	+ 1.8	5.4534	5.0122	4.7704
Indiana	5,571.9	5,512.9	+ 1.1	2.5515	2.4127	2.2443
Michigan	9,222.9	9,287.9	– 0.7	4.3786	4.0647	3.7231
Ohio	10,837.3	10,813.3	+ 0.2	5.2253	4.7324	4.5098
Wisconsin	4,834.6	4,734.1	+ 2.1	2.1526	2.0718	2.0023
WEST NORTH CENTRAL	**17,882.3**	**17,281.8**	**+ 3.5%**	**8.0157%**	**7.5633%**	**7.4226%**
Iowa	2,909.5	2,942.8	– 1.1	1.3787	1.2798	1.2410
Kansas	2,483.9	2,374.9	+ 4.6	1.1140	1.0394	1.0481
Minnesota	4,292.7	4,103.6	+ 4.6	1.8639	1.7959	1.7686
Missouri	5,149.3	4,947.9	+ 4.1	[illegible]065	2.1655	2.1077
Nebraska	1,624.6	1,579.6	+ 2.8	.7263	.6913	.6831
North Dakota	701.2	657.1	+ 6.7	.3029	.2876	.2781
South Dakota	721.1	694.2	+ 3.9	.3234	.3038	.2960
SOUTH ATLANTIC	**41,220.8**	**37,481.6**	**+10.0%**	**15.1408%**	**16.4036%**	**17.1047%**
Delaware	630.1	599.4	+ 5.1	.2667	.2623	.2516
District of Columbia	620.0	628.5	– 1.4	.3720	.2751	.2820
Florida	11,740.6	10,026.0	+17.1	3.3970	4.3878	5.2327
Georgia	6,124.0	5,536.4	+10.6	2.2727	2.4230	2.4332
Maryland	4,486.3	4,236.8	+ 5.9	1.9310	1.8542	1.8063
North Carolina	6,386.6	5,930.6	+ 7.7	2.5016	2.5955	2.6147
South Carolina	3,436.4	3,157.7	+ 8.8	1.2776	1.3819	1.3671
Virginia	5,845.1	5,399.0	+ 8.3	2.2813	2.3628	2.3034
West Virginia	1,951.7	1,967.2	– 0.8	.8409	.8610	.8137
EAST SOUTH CENTRAL	**15,391.6**	**14,801.0**	**+ 4.0%**	**6.3012%**	**6.4776%**	**6.2191%**
Alabama	4,093.1	3,921.9	+ 4.4	1.6886	1.7164	1.6702
Kentucky	3,777.6	3,698.4	+ 2.1	1.5751	1.6186	1.5094
Mississippi	2,668.4	2,540.2	+ 5.0	1.0978	1.1117	1.0345
Tennessee	4,852.5	4,640.5	+ 4.6	1.9397	2.0309	2.0050
WEST SOUTH CENTRAL	**27,050.3**	**24,096.8**	**+12.2%**	**9.5812%**	**10.5458%**	**10.8066%**
Arkansas	2,404.8	2,311.3	+ 4.0	.9480	1.0116	.9827
Louisiana	4,547.0	4,251.2	+ 6.9	1.8049	1.8605	1.7780
Oklahoma	3,360.4	3,059.5	+ 9.8	1.2646	1.3389	1.4171
Texas	16,738.1	14,474.8	+15.6	5.5637	6.3348	6.6288
MOUNTAIN	**13,180.2**	**11,629.5**	**+13.3%**	**4.1056%**	**5.0895%**	**5.4456%**
Arizona	3,327.4	2,805.6	+18.6	.8847	1.2278	1.4171
Colorado	3,300.1	2,940.4	+12.2	1.0999	1.2869	1.4375
Idaho	1,036.5	963.9	+ 7.5	.3511	.4218	.3966
Montana	841.6	795.3	+ 5.8	.3370	.3480	.3598
Nevada	963.9	822.0	+17.3	.2417	.3598	.4342
New Mexico	1,494.2	1,323.1	+12.9	.5402	.5790	.5949
Utah	1,704.2	1,497.1	+13.8	.5241	.6552	.5901
Wyoming	512.3	482.1	+ 6.3	.1629	.2110	.2104
PACIFIC	**35,916.2**	**32,239.8**	**+11.4%**	**13.1268%**	**14.1094%**	**14.8294%**
Alaska	551.7	410.2	+34.5	.1519	.1795	.2122
California	27,080.8	23,979.8	+12.9	9.8653	10.4945	11.1259
Hawaii	1,077.6	979.1	+10.1	.3882	.4285	.3767
Oregon	2,726.8	2,678.4	+ 1.8	1.0374	1.1722	1.1695
Washington	4,479.3	4,192.3	+ 6.8	1.6840	1.8347	1.9451
TOTAL UNITED STATES	**243,211.7**	**228,497.1**	**+ 6.4%**	**100.0000%**	**100.0000%**	**100.0000%**

Source: Sales and Marketing Management *1971, 1981,* and *1987 Survey of Buying Power*

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SURVEY HIGHLIGHT

The top 25: Leading black metros

Metro	1986 Black Pop. (Thous.)	% of Metro Pop.
New York	2,185.5	25.6%
Chicago	1,470.9	23.9
Los Angeles-Long Beach	1,048.3	12.6
Philadelphia	940.0	19.5
Washington, DC	922.8	26.0
Detroit	909.7	20.9
Houston	623.3	19.3
Atlanta	612.0	24.1
Baltimore	571.0	24.8
New Orleans	442.3	32.8
Newark	427.0	22.5
St. Louis	425.2	17.3
Memphis	398.6	41.7
Dallas	391.4	16.5
Norfolk-Virginia Beach-Newport News	372.5	28.5
Cleveland	348.6	18.8
Miami-Hialeah	335.7	18.8
Oakland	290.5	14.9
Birmingham	261.0	28.3
Richmond-Petersburg, VA	238.9	29.2
Charlotte-Gastonia-Rock Hill	226.4	21.1
Boston-Lawrence-Salem-Lowell-Brockton	203.4	5.5
Kansas City	194.4	12.7
Jacksonville, FL	192.4	22.6
Tampa-St. Petersburg-Clearwater	191.3	10.0

Source: Sales and Marketing Management's *1987 Survey of Buying Power*
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State	Total EBI ($ Bil.)	% of Total
DE	$ 7.9	.5%
Wash., DC	10.0	1.9
GA	68.1	12.9
MD	61.6	11.7
NJ	116.1	22.0
NC	66.5	12.6
Eastrn. PA	88.0	16.7
SC	33.3	6.3
VA	75.0	14.2
Total	**$526.5**	**100.0%**

State	Large Plants	Shipments ($ Mil.)
DE	0	—
Wash., DC	9	$1,157.3
GA	2	437.2
MD	30	1,233.4
NJ	14	491.5
NC	1	78.8
Eastrn. PA	11	868.9
SC	0	—
VA	2	83.7
Total	**69**	**$4,350.8**

First of all, Lambert notices that Delaware and South Carolina contain no large plants in any of the company's four targeted industrial SICs and also that their metro EBI totals are among the lowest in these prospective markets. Therefore, he decides to eliminate these two states from any new sales territories—except for marginal coverage by the closest salesperson in the area. He also makes a note to recheck the figures for these states next year to see if there is any change in their status that might warrant their inclusion in the new territories.

For the remainder of the new region, total EBI is $485.3 billion, roughly twice that of the total EBI for Stark Mill's existing sales territories ($236.6 billion). Ideally, this means that there is a commercial sales potential of $70 million in this area, with an additional $18 million possible in industrial sales. This gives Lambert a tentative sales figure of $88 million for the new territories, or nearly twice the volume generated from existing territories, which means he'll need to add at least 10 new salespeople to his roster.

The three largest metro areas—Philadelphia, Atlanta, and Wash-

Metros of the rich and famous: Leaders in the percentage of households with EBI's above $50,000

Rank	Metro	% Of Households With Income of $50,000 +	1986 Median Household EBI
1	Nassau-Suffolk	39.2%	$41,990
2	Bridgeport-Stamford-Norwalk-Danbury	38.1	39,168
3	Washington, DC	34.1	37,209
4	San Jose	33.2	37,517
5	Middlesex-Somerset-Hunterdon, NJ	31.6	37,433
6	Anchorage	31.1	34,806
7	Lake County, IL	30.8	36,405
8	Bergen-Passaic, NJ	30.6	34,860
9	Oxnard-Ventura, CA	30.4	35,502
10	Anaheim-Santa Ana	30.3	35,181
11	San Francisco	28.1	32,092
12	Trenton, NJ	27.9	32,805
13	Newark	27.8	32,145
14	Oakland	27.7	32,670
15	Hartford-New Britain-Middletown-Bristol, CT	26.4	33,235
16	Poughkeepsie, NY	25.7	33,252
17	Manchester-Nashua, NH	25.6	32,617
18	Boston	25.3	31,333
19	Honolulu	25.2	30.899
20	Midland, TX	25.0	30,867
21	New Haven-Waterbury-Meriden, CT	24.9	31,651
22	Monmouth-Ocean, NJ	24.8	30,927
23	Brazoria, TX	24.6	34,949
24	Richland-Kennewick-Pasco, WA	23.6	32,613
25	New London-Norwich, CT	23.1	31,166
	% Of All U.S. Households	**16.0%**	**$24,632**

Source: Sales and Marketing Management's *1987 Survey of Buying Power*
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ington, DC—are logical locations for new sales offices. In addition, Lambert selects Richmond, VA, and Raleigh, NC, as secondary locations. Further examination of these states' percentage of total EBI leads Lambert to also select Trenton, NJ, as the site for a sixth sales office, since the New Jersey and eastern Pennsylvania territories together account for nearly 40% of potential commercial sales.

With these locations established, Lambert then proceeds to assign individual territories to salespeople. Beginning with New Jersey and eastern Pennsylvania, he assigns two salespeople apiece to these two territories, to be based in the Trenton and Philadelphia sales offices. Next, two Washington, DC-based salespeople are assigned to Maryland and the District of Columbia, with Delaware added as a possible area of future development. A single salesperson based in the Richmond, VA, sales office will be responsible for covering the state of Virginia, and the Raleigh salesperson will handle North Carolina. The last territory, the state of Georgia, will be covered by two Atlanta-based salespeople, even though both EBI and industrial potential here are less than 15% of their respective markets. This is because this fast-growing state is larger in square miles than a majority of the other territories and Lambert feels that to cover all prospects adequately, he will need two people here.

With these territories set, Lambert can now calculate sales goals for each sales office based on the

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SOURCES: S&MM 1986 Survey of Buying Power; Circulation '86/'87; Belden CMS/1985

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SURVEY HIGHLIGHT

Five years of minority fluctuation: Black and Hispanic ratios in major metros

Metro	—% Black— 1981	1986	% Change	—% Hispanic— 1981	1986	% Change
New York	21.4%	25.6%	+19.6%	16.4%	19.8%	+20.7%
Los Angeles	12.7	12.6	− 0.8	28.4	31.6	+11.3
Chicago	20.1	23.9	+18.9	8.7	9.6	+10.3
Philadelphia	18.7	19.5	+ 4.3	2.5	2.7	+ 8.0
Detroit	20.3	20.9	+ 2.9	1.6	1.8	+12.5
Boston	4.8	5.5	+14.6	2.4	2.5	+ 4.2
Washington, DC	27.5	26.0	− 5.8	3.0	3.1	+ 3.3
Houston	18.1	19.3	+ 6.6	15.8	17.9	+13.3
Nassau-Suffolk, NY	6.7	6.8	+ 1.5	3.9	4.3	+10.2
Atlanta	24.2	24.1	− 0.4	1.1	1.2	+ 9.1

Source: Sales and Marketing Management's *1987 Survey of Buying Power*.

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expected potential sales of $88 million. In the case of this new region, commercial potential is roughly double that of the existing territories, while industrial prospects show an increase of around 85% in total shipment dollars. At the same time, the number of large plants for the new region total 69, just 9 more than the total for existing industrial markets. Because both commercial and industrial potential have increased almost equally, Lambert decides to retain the 8-to-2 ratio he used previously to calculate production potential.

Beginning with the New Jersey territory, he constructs the following set of balanced production quotas for the new territories:

State/Territory	Production Quota
New Jersey	19.86%
Eastrn. PA	17.36
Washington, DC	6.84
Virginia	11.74
North Carolina	10.44
Georgia	12.32

In gathering this information, Lambert uncovered a few surprises con-

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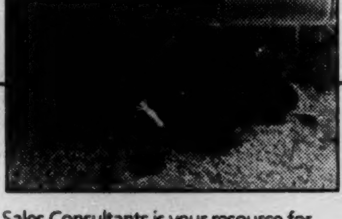

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SURVEY HIGHLIGHT

For richer or for poorer: Median Household Effective Buying Income

for the top 10 . . .

Metro	1986 Median Household EBI
Nassau-Suffolk, NY	$41,990
Bridgeport-Stamford-Norwalk-Danbury, CT	39,168
San Jose	37,517
Middlesex-Somerset-Hunterdon, NJ	37,433
Washington, DC	37,209
Lake County, IL	36,405
Oxnard-Ventura, CA	35,502
Anaheim-Santa Ana	35,181
Brazoria, TX	34,949
Bergen-Passaic, NJ	34,860

. . . and the bottom 10 metros

Metro	1986 Median Household EBI
Tuscaloosa, AL	$18,172
Visalia-Tulare-Porterville, CA	18,022
Panama City, FL	17,303
Gadsden, AL	16,889
Las Cruces, NM	16,859
Ocala, FL	16,832
Brownsville-Harlingen, TX	16,693
Jacksonville, NC	15,915
McAllen-Edinburg-Mission, TX	15,580
Laredo, TX	15,494

Source: Sales and Marketing Management's *1987 Survey of Buying Power*
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cerning commercial vs. industrial market share. In New Jersey, for instance, where it is naturally assumed that industry is king, the state's percentage of shipments in Lambert's four targeted SICs was only 11.3%. New Jersey income, on the other hand, pulled down the largest share of EBI, with 22% of the regional total. The balance between commercial and industrial potential was more even in the eastern Pennsylvania territory, however, where EBI share was 16.7% and the share of shipments was 20%.

By far the biggest surprise was the comparative share figures in the Washington, DC, and Maryland markets, where EBI percentages showed 1.9% and 11.7% respectively. Share of selected industrial shipments figures, however, showed a whopping 26.6% for Washington and 28.3% for Maryland, indicating

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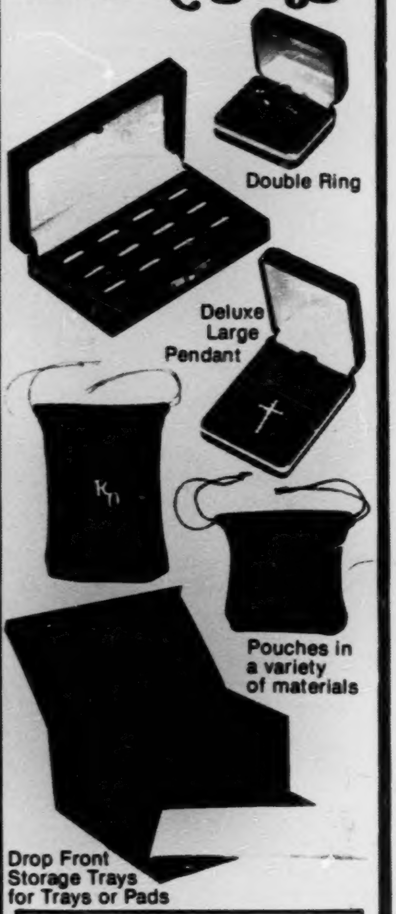
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SURVEY HIGHLIGHT

The top 25: Leading Hispanic metros

Metro	1986 Hispanic Pop. (Thous.)	% of Metro Pop.
Los Angeles-Long Beach	2,624.3	31.6%
New York	1,692.6	19.8
Miami-Hialeah	744.5	41.7
San Antonio	647.6	51.8
Chicago	589.9	9.6
Houston	579.6	17.9
Riverside-San Bernardino	426.6	21.3
El Paso	385.8	69.3
San Diego	374.5	16.9
Anaheim-Santa Ana	368.9	16.9
McAllen-Edinburg-Mission, TX	315.1	87.3
San Jose	281.8	20.0
Phoenix	276.5	14.4
Dallas	257.5	10.8
Oakland	234.7	12.0
Brownsville-Harlingen, TX	213.6	84.9
Corpus Christi, TX	206.2	56.4
San Francisco	202.6	12.8
Fresno, CA	197.1	33.5
Albuquerque	188.5	39.6
Denver	179.4	10.9
Jersey City	171.3	30.8
Newark	153.4	8.1
Oxnard-Ventura, CA	151.8	24.4
Austin	149.8	20.4

Source: Sales and Marketing Management's *1987 Survey of Buying Power.*

to Lambert that industrial prospects in these typically white-collar markets present a huge potential business for Stark Mill.

With this information in hand, Lambert then calculates operating expenses using Per Diem Index and cost-per-call data from the *Survey of Selling Costs* and establishes quotas based on these statistics.

Advertising

As part of the decision to move into this new territory, Stark Mill's executives concluded that in order to attain the level of visibility necessary to compete with other printers already established in the region, they would have to allocate part of their ad budget—which had in the past been used for newspaper and magazine ads—to a nine-month "media blitz" of local TV advertising. Since many of the metro areas along the Eastern Seaboard are grouped relatively close together, their broadcast signals often overlap, with stations in Philadelphia reaching households in New Jersey and Delaware, and Washington and Baltimore stations competing for the same viewers.

To be certain that they would be getting the widest possible coverage for their media dollars, Lambert decided to do a little research using TV-market data from the *Survey of Buying Power - Part II*, which helps him select ADIs (TV markets) with little or no overlap, thereby making the most efficient use of the company ad dollars.

Checking the state-by-state listings of TV markets, he constructs the following list of ADIs, ranked according to the total number of households covered by each, since household penetration is the demographic indicator most often used by media planners:

TV Market (ADI)	Total Hshlds.
Philadelphia	2,654,600
Washington, DC	1,551,300
Atlanta	1,205,600
Baltimore	888,000
Charlotte, NC	659,300
Raleigh, NC	617,100
Greenville, SC	607,800
Harrisburg, PA	534,200
Norfolk, VA	523,000
Greensboro, NC	503,300
Wilkes-Barre, PA	428,100
Richmond, VA	416,700
Roanoke, VA	343,200
Total	**10,932,200**

From this list, Lambert then selects the markets he feels will give him the best coverage of the 11 million households in the new region. In this case, the bottom-line total of households is not necessarily the best indicator of market choice: Lambert knows that the Baltimore market—with its 888,000 households—can be covered adequately through advertising in the Philadelphia and Washington, DC ADIs since most viewers in the Baltimore ADI also receive stations from one or both of these markets. The selection of Atlanta, with its 1.2 million households, is an obvious third choice, since there are really no other large ADIs that offer this kind of coverage in the state of Georgia.

The situation that exists in the Harrisburg-York-Lancaster-Lebanon, PA ADI, which is only about 75 miles west of Philadelphia, is much the same as that of Baltimore. Here, Lambert's task becomes a bit more difficult, however, since he knows that some Philadelphia stations do reach into this area, although not to the extent that they do into Baltimore, northern Maryland, and Delaware. Should he sacrifice the half a million households represented by the Harrisburg ADI for coverage elsewhere? Looking down the list further, Lambert decides that he must—at least at this point—move on to ADIs in Virginia and North Carolina, since he has already allocated coverage to slightly more than half of the 11 million households in the region through his selection of the Philadelphia, Washington, DC, and Atlanta ADIs.

Selecting media coverage for the

SURVEY HIGHLIGHT

The gray majority: Counties with the highest median age

Rank	County/State	Percent of Total Population Age 50+
1	Charlotte, FL	57.5%
2	Llano, TX	55.8
3	Pasco, FL	54.2
4	Citrus, FL	53.3
5	Sarasota, FL	51.1
6	Sierra, NM	50.7
7	Hernando, FL	48.5
8	Hamilton, TX	47.4
9	Mills, TX	47.3
9	Baxter, AR	47.3
11	Hickory, MO	47.0
12	Pinellas, FL	46.9
13	Keweenaw, MI	46.7
14	Pawnee, NE	46.2
15	Elk, KS	46.1
16	McIntosh, ND	45.7
16	Highlands, FL	45.7
18	Bosque, TX	45.6
19	Lincoln, KS	45.4
20	Coke, TX	45.3
20	Manatee, FL	45.3
22	Izard, AR	44.5
22	Loving, TX	44.5
24	Lake, FL	44.3
25	Republic, KS	44.1
	Percent of U.S. Pop.	**25.8%**

Source: Sales and Marketing Management's *1987 Survey of Buying Power*.
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- Marshfield News-Herald
- Wisconsin Rapids Daily Tribune
- La Crosse Tribune

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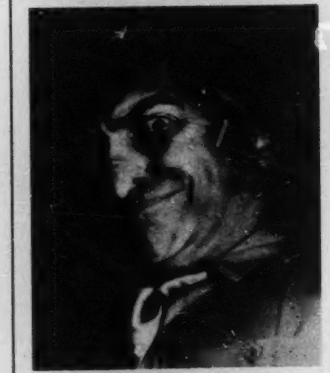

MINOLTA
NATIONAL DEALERS MEETING
NEW BRUNSWICK, NEW JERSEY

For Info Contact: Will Jordan
212-265-1652

state of Virginia presents Lambert with two problems. First, the state only accounts for 14.2% of EBI and 1.9% of selected industrial shipments, making it something of a secondary market in relation to those already chosen. Coupled with this is the fact that a majority of Virginia's households are roughly split between three different ADIs (Norfolk, Richmond, and Roanoke), which are in turn located in three distinct areas of the state. To say yes to coverage here means spreading ad dollars over three different markets that comprise only a small potential in terms of EBI and shipments. To neglect them means Lambert must sacrifice 1.2 million households in potential coverage. Much the same problem exists in North Carolina, where Charlotte, Raleigh, and Greensboro offer a total of 1.8 million ADI households and roughly the same amount of commercial and industrial potential as Virginia. The remaining two ADIs—Greenville, SC, and Wilkes-Barre, PA—represent an additional 1 million households, but given South Carolina's lack of industrial prospects and Wilkes-Barre's proximity to the Philadelphia ADI, Lambert decides to eliminate these two markets from the list. Instead, he concludes that limited coverage in the six ADIs in Virginia and North Carolina will give Stark Mill a broader recognition in smaller markets, which could be to their advantage, given the heavier competition in Washington, Philadelphia, and Atlanta.

Having selected these nine ADIs, Lambert then checks his county coverage and discovers that—with the exception of those counties covered by the Philadelphia ADI—he has neglected allocating coverage for the state of New Jersey, the majority of which is served by the New York ADI. Given the state's 20% production quota, Lambert must decide whether it would make sense to allocate additional ad dollars for this market, since New Jersey counties comprise 30% of the New York ADI.

Having made these preliminary selections, Lambert's job has been made all that easier through the help he has gotten from the data in S&MM's four survey issues. The important statistics on commercial and industrial market potential, field sales costs, quotas, and advertising allocations have allowed him to take that often difficult first step toward implementing market expansion and keeping current costs under control, something that all managers can well appreciate in this age of intense bottom-line scrutiny.

Richard Kern,
Editorial Director, S&MM Surveys

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TULSA WORLD
The Tulsa Tribune
NEWSPAPER PRINTING CORPORATION, AGENT FOR TWO INDEPENDENT AND SEPARATELY OWNED NEWSPAPERS

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How to calculate your custom BPI

The statistics in the *Survey of Buying Power* provide you with the basic information necessary to isolate the factors that reflect a market's ability to purchase your specific product or service. The three basic areas of *Survey* data, *population*, *income*, and *retail sales*, let you define the consumer profile for your product by using **A** demographic, **B** economic, and **C** distribution-oriented figures. We will examine each of these areas individually below, to help you discover the specific data that will most effectively outline your potential customer.

A First, you must isolate the population and/or household factors that apply to your target. For example, if your product is bicycles, the 18-and-under age group would be your primary demographic indicator. If your product is a media-oriented service, you may be more concerned with an area's total household count.

B The next step is to select the income group or groups best suited for your product. If it's a premium-priced product, you may want to use only those households with incomes over $35,000.

C The third step is to select the retail outlet or store group category that parallels your own channels of distribution. General merchandise stores are the appropriate distribution channel for bicycles, although some products may have more than one possibility in this area.

Once these factors have been selected, the process for computing your custom BPI is as follows:

Step 1: For each market (region, state, metro, county, etc.) for which a BPI is desired (in this case we will use factors associated with a premium-priced line of bicycles):

Factor **A** (Demographic) =

$$\frac{\text{Market's Pop. Under 18}}{\text{U.S. Pop. Under 18}} = X\%$$

Factor **B** (Economic) =

$$\frac{\text{Market's Hshlds. w/Income \$35,000+}}{\text{U.S. Hshlds. w/Income \$35,000+}} = Y\%$$

Factor **C** (Distribution) =

$$\frac{\text{Market's Gen. Merch. Sales}}{\text{U.S. Gen. Merch. Sales}} = Z\%$$

Step 2: With your particular product in mind, determine the importance of each factor, and assign it a corresponding weight. For example, when dealing with premium-priced bicycles, the weighting might be as follows:

Factor **A** (Demographic)—50%
Factor **B** (Economic)—30%
Factor **C** (Distribution)—20%

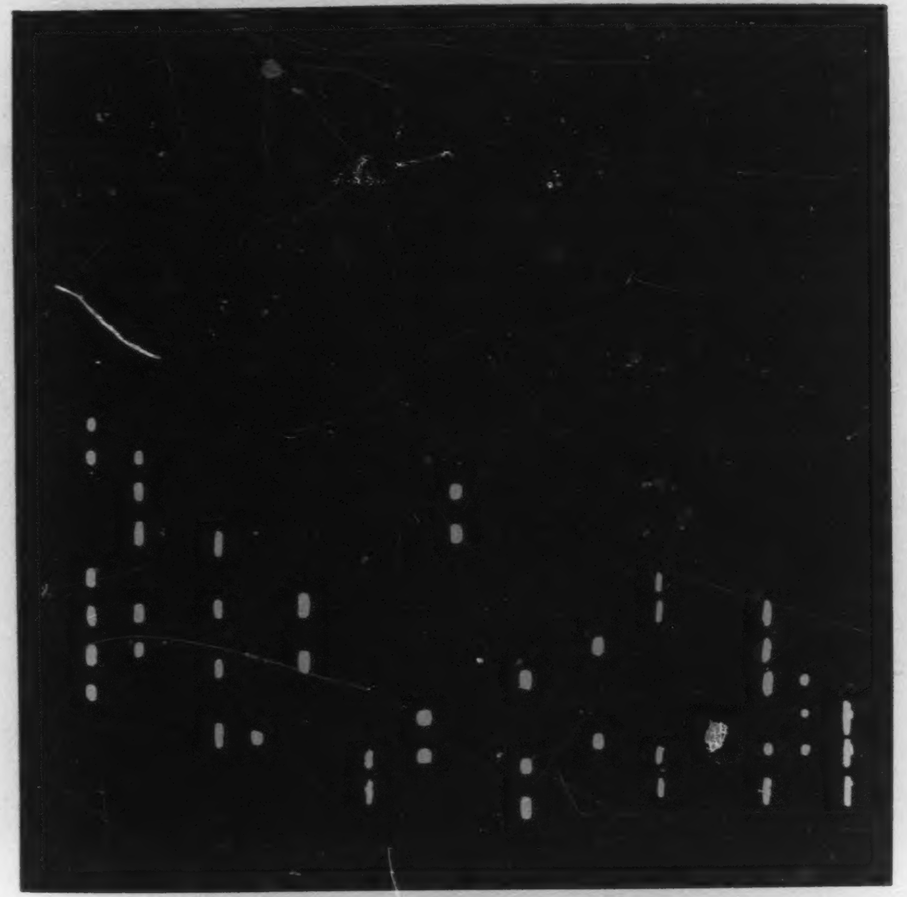
Step 3: Now you're ready to calculate the BPI:

$$\text{BPI} = \underline{.5 \times X\%} + \underline{.3 \times Y\%} + \underline{.2 \times Z\%}$$

The fractional figure you arrive at can be used as a relative indicator to compare the potential buying power of the markets you have targeted for your product. Remember, U.S. BPI = 100.0000.*

Step 4: Repeat this sequence for each market targeted. Of course, some BPIs are more complex than others. However, the same principles apply whether one, two, three, four or more factors are used in the construction of your custom BPI.

**Note: If you are selling in a limited number of markets, you can substitute the total of these markets for the U.S. total in your calculations. In this case, your BPI of 100.0000 would represent the total of just these markets.*



Section B

U.S., REGIONAL, AND STATE SUMMARIES: METROPOLITAN MARKET RANKINGS

Data in this *Survey of Buying Power* are organized into three sections. The black index tabs along the righthand edge of the book provide easy access to each section.

1986 REGIONAL AND STATE SUMMARIES OF POPULATION

S&MM ESTIMATES

REGION State	12/31/86 Total Population (Thousands)	% Of U.S.	Median Age of Population	Population by Age Group					12/31/86 Households (Thousands)	% Of U.S.
				0–17 Years (Thousands)	18–24 Years (Thousands)	25–34 Years (Thousands)	35–49 Years (Thousands)	50 & Over (Thousands)		
NEW ENGLAND	**12,820.0**	**5.2712**	**33.3**	**3,094.8**	**1,475.5**	**2,218.2**	**2,450.3**	**3,581.2**	**4,738.9**	**5.2846**
Connecticut	3,212.0	1.3207	34.0	769.4	348.4	543.4	649.9	900.9	1,170.6	1.3054
Maine	1,182.4	.4862	32.7	308.1	128.8	201.3	221.3	322.9	436.9	.4872
Massachusetts	5,876.0	2.4160	33.3	1,385.5	697.9	1,024.1	1,099.8	1,668.7	2,190.4	2.4427
New Hampshire	1,025.1	.4215	32.1	261.9	116.9	187.6	200.5	258.2	379.9	.4236
Rhode Island	980.5	.4032	33.8	228.7	117.9	162.5	176.3	295.1	359.0	.4004
Vermont	544.0	.2236	31.6	141.2	65.6	99.3	102.5	135.4	202.1	.2253
MIDDLE ATLANTIC	**37,620.4**	**15.4681**	**34.1**	**9,134.3**	**4,011.4**	**6,249.5**	**7,397.5**	**10,827.7**	**14,022.3**	**15.6375**
New Jersey	7,687.3	3.1607	34.2	1,889.7	786.3	1,271.2	1,573.7	2,166.4	2,804.8	3.1279
New York	17,979.6	7.3926	33.9	4,370.4	1,907.1	3,042.6	3,583.1	5,076.4	6,721.2	7.4954
Pennsylvania	11,953.5	4.9148	34.2	2,874.2	1,318.0	1,935.7	2,240.7	3,584.9	4,496.3	5.0142
EAST NORTH CENTRAL	**42,129.9**	**17.3223**	**31.9**	**11,191.8**	**4,885.1**	**7,280.1**	**8,027.6**	**10,745.3**	**15,467.9**	**17.2499**
Illinois	11,663.2	4.7955	32.2	3,034.9	1,337.8	2,028.1	2,249.7	3,012.7	4,277.7	4.7704
Indiana	5,571.9	2.2909	31.6	1,509.3	649.1	951.9	1,065.0	1,396.6	2,012.4	2.2443
Michigan	9,222.9	3.7921	31.2	2,515.8	1,091.6	1,620.0	1,753.5	2,242.0	3,338.5	3.7231
Ohio	10,837.3	4.4559	32.2	2,851.9	1,233.5	1,854.3	2,075.9	2,821.7	4,043.9	4.5098
Wisconsin	4,834.6	1.9879	31.8	1,279.9	573.1	825.8	883.5	1,272.3	1,795.4	2.0023
WEST NORTH CENTRAL	**17,882.3**	**7.3526**	**32.3**	**4,641.2**	**2,091.2**	**3,026.7**	**3,282.2**	**4,841.0**	**6,655.9**	**7.4226**
Iowa	2,909.5	1.1963	32.5	755.3	341.0	480.4	518.8	814.0	1,112.8	1.2410
Kansas	2,483.9	1.0213	32.5	627.7	298.0	423.0	453.2	682.0	939.9	1.0481
Minnesota	4,292.7	1.7650	31.6	1,134.9	508.1	765.4	801.9	1,082.4	1,585.9	1.7686
Missouri	5,149.3	2.1172	33.2	1,308.5	574.7	844.0	976.3	1,445.8	1,890.0	2.1077
Nebraska	1,624.6	.6680	32.1	425.9	190.7	276.9	292.0	439.1	612.5	.6831
North Dakota	701.2	.2883	30.7	190.0	92.0	121.0	118.3	179.9	249.4	.2781
South Dakota	721.1	.2965	31.5	198.9	86.7	116.0	121.7	197.8	265.4	.2960
SOUTH ATLANTIC	**41,220.8**	**16.9483**	**32.9**	**10,283.2**	**4,680.3**	**7,140.3**	**8,071.0**	**11,046.0**	**15,337.8**	**17.1047**
Delaware	630.1	.2590	32.1	161.7	76.5	108.0	125.2	158.7	225.6	.2516
District of Columbia	620.0	.2550	33.1	126.2	81.8	126.7	120.3	165.0	252.9	.2820
Florida	11,740.6	4.8273	37.0	2,578.9	1,175.5	1,801.6	2,139.8	4,044.8	4,692.1	5.2327
Georgia	6,124.0	2.5179	30.9	1,696.0	706.2	1,124.5	1,231.4	1,365.9	2,181.9	2.4332
Maryland	4,486.3	1.8446	32.3	1,130.2	508.4	828.5	949.8	1,069.4	1,619.7	1.8063
North Carolina	6,386.6	2.6259	31.8	1,645.2	779.5	1,123.6	1,265.3	1,573.0	2,344.6	2.6147
South Carolina	3,436.4	1.4129	30.5	956.5	426.4	612.4	659.9	781.2	1,225.9	1.3671
Virginia	5,845.1	2.4033	31.7	1,473.0	715.6	1,087.5	1,221.5	1,347.5	2,065.4	2.3034
West Virginia	1,951.7	.8024	32.6	515.5	210.4	327.5	357.8	540.5	729.7	.8137
EAST SOUTH CENTRAL	**15,391.6**	**6.3285**	**31.7**	**4,203.7**	**1,771.4**	**2,587.3**	**2,927.3**	**3,901.9**	**5,576.7**	**6.2191**
Alabama	4,093.1	1.6829	31.7	1,122.2	469.9	675.5	778.9	1,046.6	1,497.7	1.6702
Kentucky	3,777.6	1.5532	31.5	1,028.3	440.9	647.9	711.6	948.9	1,353.5	1.5094
Mississippi	2,668.4	1.0972	30.4	796.0	311.6	422.5	474.9	663.4	927.6	1.0345
Tennessee	4,852.5	1.9952	32.4	1,257.2	549.0	841.4	961.9	1,243.0	1,797.9	2.0050
WEST SOUTH CENTRAL	**27,050.3**	**11.1222**	**30.8**	**7,528.9**	**3,224.5**	**4,804.7**	**5,130.8**	**6,361.4**	**9,690.3**	**10.8066**
Arkansas	2,404.8	.9888	33.1	645.9	251.7	377.2	443.7	686.3	881.2	.9827
Louisiana	4,547.0	1.8696	29.8	1,330.3	563.5	791.7	832.8	1,028.7	1,594.3	1.7780
Oklahoma	3,360.4	1.3817	32.4	874.7	384.8	565.7	642.2	893.0	1,270.7	1.4171
Texas	16,738.1	6.8821	30.4	4,678.0	2,024.5	3,070.1	3,212.1	3,753.4	5,944.1	6.6288
MOUNTAIN	**13,180.2**	**5.4192**	**30.3**	**3,703.0**	**1,589.2**	**2,471.4**	**2,501.8**	**2,914.8**	**4,883.0**	**5.4456**
Arizona	3,327.4	1.3681	31.6	888.4	388.7	581.8	617.3	851.2	1,270.7	1.4171
Colorado	3,300.1	1.3569	30.5	848.7	416.3	695.3	664.0	675.8	1,289.0	1.4375
Idaho	1,036.5	.4262	29.9	312.1	117.1	183.3	190.7	233.3	355.6	.3966
Montana	841.6	.3460	31.3	228.3	96.5	152.7	159.0	205.1	322.7	.3598
Nevada	963.9	.3963	32.3	237.6	108.8	186.2	212.1	219.2	393.8	.4392
New Mexico	1,494.2	.6144	29.7	443.5	177.0	267.0	283.7	323.0	533.4	.5949
Utah	1,704.2	.7007	26.2	596.0	219.3	301.0	279.5	308.4	529.1	.5901
Wyoming	512.3	.2106	29.1	148.4	65.5	104.1	93.5	98.8	188.7	.2104
PACIFIC	**35,916.2**	**14.7676**	**31.9**	**8,972.3**	**4,239.9**	**6,911.9**	**7,120.8**	**8,671.3**	**13,297.6**	**14.8294**
Alaska	551.7	.2269	28.0	166.2	70.1	132.8	119.5	63.1	190.3	.2122
California	27,080.8	11.1346	32.0	6,705.1	3,219.4	5,173.3	5,393.9	6,589.1	9,976.6	11.1259
Hawaii	1,077.6	.4431	30.5	284.7	136.7	215.0	208.7	232.5	337.8	.3767
Oregon	2,726.8	1.1212	32.2	685.9	294.5	529.4	520.9	696.1	1,048.7	1.1695
Washington	4,479.3	1.8418	31.8	1,130.4	519.2	861.4	877.8	1,090.5	1,744.2	1.9451
TOTAL UNITED STATES	**243,211.7**	**100.0000**	**32.2**	**62,753.2**	**27,968.5**	**42,690.1**	**46,909.3**	**62,890.6**	**89,670.4**	**100.0000**

1986 REGIONAL AND STATE SUMMARIES OF EFFECTIVE BUYING INCOME

S&MM ESTIMATES	$$					Households by Effective Buying Income Group				
REGION State	1986 Total EBI ($000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Under $10,000 (Thousands)	$10,000–$19,999 (Thousands)	$20,000–$34,999 (Thousands)	$35,000–$49,999 (Thousands)	$50,000 & Over (Thousands)
NEW ENGLAND	**181,309,157**	**6.0808**	**14,143**	**38,260**	**28,542**	**709.2**	**933.3**	**1,230.9**	**863.0**	**1,002.5**
Connecticut	51,976,685	1.7432	16,182	44,402	33,723	138.1	190.1	280.7	228.8	332.9
Maine	12,650,507	.4243	10,699	28,955	21,695	83.5	117.1	129.6	64.2	42.5
Massachusetts	84,748,947	2.8423	14,423	38,691	28,977	336.5	416.9	556.4	407.4	473.2
New Hampshire	13,701,988	.4596	13,366	36,067	28,338	50.8	77.6	105.8	71.5	74.2
Rhode Island	12,472,989	.4183	12,721	34,744	25,936	62.9	75.4	97.3	63.4	60.0
Vermont	5,758,041	.1931	10,585	28,491	21,447	37.4	56.2	61.1	27.7	19.7
MIDDLE ATLANTIC ...	**509,853,234**	**17.0992**	**13,553**	**36,360**	**26,486**	**2,447.0**	**2,897.9**	**3,633.7**	**2,401.0**	**2,642.7**
New Jersey	116,085,968	3.8932	15,101	41,388	31,273	393.7	495.9	678.1	527.7	709.4
New York	251,898,226	8.4481	14,010	37,478	26,550	1,213.8	1,369.5	1,656.8	1,124.9	1,356.2
Pennsylvania	141,869,040	4.7579	11,868	31,552	23,968	839.5	1,032.5	1,298.8	748.4	577.1
EAST NORTH CENTRAL	**512,182,037**	**17.1774**	**12,157**	**33,113**	**25,579**	**2,746.7**	**3,299.8**	**4,357.9**	**2,792.5**	**2,271.0**
Illinois	153,596,607	5.1512	13,169	35,906	27,323	738.3	839.7	1,128.3	794.8	776.6
Indiana	62,354,942	2.0913	11,191	30,985	24,382	355.0	463.1	599.2	349.9	245.2
Michigan	111,664,328	3.7449	12,107	33,447	26,056	595.8	690.3	921.7	619.1	511.6
Ohio	128,034,367	4.2940	11,814	31,661	24,665	749.8	887.9	1,168.0	712.1	526.1
Wisconsin	56,531,793	1.8960	11,693	31,487	24,483	307.8	418.8	540.7	316.6	211.5
WEST NORTH CENTRAL	**211,903,467**	**7.1067**	**11,850**	**31,837**	**23,400**	**1,287.2**	**1,569.0**	**1,833.5**	**1,074.7**	**891.5**
Iowa	32,727,334	1.0976	11,248	29,410	21,837	228.5	281.9	327.8	167.0	107.6
Kansas	32,010,294	1.0735	12,887	34,057	24,603	167.4	215.1	257.1	156.7	143.6
Minnesota	52,996,789	1.7774	12,346	33,417	25,470	275.4	348.2	439.9	282.9	239.5
Missouri	59,326,093	1.9897	11,521	31,389	23,084	382.3	443.6	499.9	300.2	264.0
Nebraska	19,052,522	.6390	11,728	31,106	22,446	123.0	150.4	170.5	91.7	76.9
North Dakota	8,207,710	.2752	11,705	32,910	23,915	45.7	58.8	68.4	41.2	35.3
South Dakota	7,582,725	.2543	10,515	28,571	19,482	64.9	71.0	69.9	35.0	24.6
SOUTH ATLANTIC	**483,124,663**	**16.2030**	**11,720**	**31,499**	**23,374**	**2,927.9**	**3,642.3**	**4,132.8**	**2,350.8**	**2,284.0**
Delaware	7,984,995	.2678	12,673	35,394	26,477	36.2	46.7	61.4	41.1	38.2
District of Columbia .	9,998,993	.3353	16,127	39,537	24,753	49.0	54.3	62.0	36.0	51.6
Florida	142,227,438	4.7700	12,114	30,312	22,260	914.5	1,198.2	1,237.0	663.7	678.7
Georgia	68,084,208	2.2834	11,118	31,204	23,495	439.4	495.3	572.9	344.1	330.2
Maryland	61,620,028	2.0666	13,735	38,044	30,687	213.5	291.3	423.8	311.2	379.9
North Carolina	66,957,529	2.2456	10,484	28,558	21,141	495.0	614.3	672.4	332.9	230.0
South Carolina	33,264,601	1.1157	9,680	27,135	20,419	279.3	321.6	349.5	168.6	106.9
Virginia	74,970,524	2.5144	12,826	36,298	27,757	308.3	422.6	551.0	362.8	420.7
West Virginia	18,016,347	.6042	9,231	24,690	18,615	192.7	196.0	202.8	90.4	47.8
EAST SOUTH CENTRAL	**147,886,548**	**4.9597**	**9,608**	**26,519**	**19,265**	**1,458.6**	**1,422.4**	**1,444.8**	**726.9**	**524.0**
Alabama	39,037,591	1.3092	9,537	26,065	19,072	402.7	377.3	385.0	196.0	136.7
Kentucky	36,799.727	1.2342	9,742	27,189	19,482	347.3	345.1	354.0	183.8	123.3
Mississippi	22,416,391	.7518	8,401	24,166	17,111	279.0	247.7	225.8	102.3	72.8
Tennessee	49,632,839	1.6645	10,228	27,606	20,426	429.6	452.3	480.0	244.8	191.2
WEST SOUTH CENTRAL	**298,917,943**	**10.0250**	**11,050**	**30,847**	**22,542**	**2,093.7**	**2,252.0**	**2,513.0**	**1,485.4**	**1,346.2**
Arkansas	22,938,394	.7693	9,539	26,031	18,352	235.2	240.5	225.0	104.3	76.2
Louisiana	44,705,885	1.4993	9,832	28,041	20,689	411.8	363.7	401.5	233.0	184.3
Oklahoma	36,153,371	1.2125	10,759	28,452	20,814	294.0	318.5	339.4	179.7	139.1
Texas	195,120,293	6.5439	11,657	32,826	24,272	1,152.7	1,329.3	1,547.1	968.4	946.6
MOUNTAIN	**147,429,321**	**4.9443**	**11,186**	**30,192**	**23,475**	**883.6**	**1,191.8**	**1,385.5**	**781.5**	**640.6**
Arizona	37,979,813	1.2737	11,414	29,889	22,948	235.7	318.1	353.5	198.8	164.6
Colorado	42,761,967	1.4341	12,958	33,175	26,397	199.6	282.7	361.4	228.6	216.7
Idaho	9,999,506	.3354	9,647	28,120	21,264	70.9	96.0	104.3	50.8	33.6
Montana	8,327,861	.2793	9,895	25,807	19,762	74.4	88.8	93.0	41.6	24.9
Nevada	12,203,153	.4092	12,660	30,988	25,002	61.0	95.0	112.8	66.5	58.5
New Mexico	14,484,104	.4858	9,694	27,154	20,003	126.3	140.4	140.1	70.8	55.8
Utah	15,535,491	.5210	9,116	29,362	23,862	86.1	131.2	165.7	87.5	58.6
Wyoming	6,137,426	.2058	11,980	32,525	26,888	29.6	39.6	54.7	36.9	27.9
PACIFIC	**489,114,431**	**16.4039**	**13,618**	**36,782**	**27,346**	**2,114.3**	**2,785.7**	**3,387.3**	**2,283.3**	**2,727.0**
Alaska	8,144,445	.2732	14,762	42,798	32,624	26.2	33.2	41.6	33.9	55.4
California	380,811,129	12.7716	14,062	38,170	28,227	1,529.3	2,037.8	2,479.7	1,727.2	2,202.6
Hawaii	13,430,295	.4504	12,463	39,758	29,221	43.4	70.8	85.6	61.2	76.8
Oregon	30,126,288	1.0104	11,048	28,727	22,306	205.0	265.0	305.0	160.4	113.3
Washington	56,602,274	1.8983	12,636	32,452	25,535	310.4	378.9	475.4	300.6	278.9
TOTAL UNITED STATES	**2,981,720,801**	**100.0000**	**12,260**	**33,252**	**24,632**	**16,668.2**	**19,994.2**	**23,919.4**	**14,759.1**	**14,329.5**

1986 REGIONAL AND STATE SUMMARIES OF RETAIL SALES

S&MM ESTIMATES				Retail Sales by Store Group						Sales/Advertising Indexes		
REGION State	1986 Total Retail Sales ($000)	% Of U.S.	Per Household Retail Sales	Food ($000)	Eating & Drinking Places ($000)	General Merchandise ($000)	Furniture/ Home Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	**97,592,211**	**6.6112**	**20,594**	**19,671,741**	**10,531,256**	**10,148,699**	**4,123,663**	**20,980,471**	**2,877,028**	**125**	**6.0781**	**115**
Connecticut	24,490,994	1.6591	20,922	4,937,213	2,461,621	2,634,230	1,199,909	5,425,020	658,368	126	1.6335	124
Maine	8,049,992	.5453	18,425	1,821,980	713,846	719,460	239,630	1,795,543	230,525	112	.4730	97
Massachusetts	46,333,956	3.1388	21,153	8,890,277	5,552,095	4,922,365	1,921,148	9,668,020	1,455,046	130	2.8460	118
New Hampshire	8,568,993	.5805	22,556	1,887,343	745,416	890,181	375,858	1,938,516	191,475	138	.4883	116
Rhode Island	6,195,993	.4197	17,259	1,267,350	677,678	717,219	247,929	1,220,919	247,977	104	.4157	103
Vermont	3,952,283	.2678	19,556	867,578	380,600	265,244	139,189	932,453	93,637	120	.2216	99
MIDDLE ATLANTIC	**224,482,793**	**15.2071**	**16,009**	**48,019,084**	**21,143,664**	**24,354,415**	**13,162,387**	**46,213,702**	**8,009,828**	**98**	**16.2052**	**105**
New Jersey	52,987,961	3.5896	18,892	11,166,189	4,463,614	5,280,814	3,224,632	11,875,473	1,607,031	114	3.6555	116
New York	102,542,772	6.9465	15,257	22,451,496	10,560,932	10,776,532	6,523,204	18,560,077	3,919,925	94	7.7864	105
Pennsylvania	68,952,060	4.6710	15,335	14,401,399	6,119,118	8,297,069	3,414,551	15,778,152	2,482,872	95	4.7633	97
EAST NORTH CENTRAL	**243,767,615**	**16.5134**	**15,760**	**46,279,113**	**23,779,163**	**30,457,789**	**12,111,234**	**57,120,880**	**10,002,239**	**95**	**17.0071**	**98**
Illinois	66,088,064	4.4769	15,449	11,984,982	6,335,253	7,604,588	3,454,198	15,333,490	2,906,900	93	4.8778	102
Indiana	33,167,097	2.2469	16,481	6,369,292	3,171,433	3,888,904	1,488,948	8,123,318	1,483,925	98	2.1778	95
Michigan	55,686,490	3.7724	16,680	10,115,464	5,270,678	7,115,317	2,851,375	13,713,223	2,351,903	99	3.7626	99
Ohio	62,937,420	4.2635	15,564	12,773,226	6,320,989	8,646,671	3,034,342	14,232,627	2,538,469	96	4.3172	97
Wisconsin	25,888,544	1.7537	14,419	5,036,149	2,680,810	3,202,309	1,282,371	5,718,222	721,042	88	1.8717	94
WEST NORTH CENTRAL	**108,252,604**	**7.3333**	**16,264**	**22,052,296**	**9,319,217**	**13,387,507**	**4,804,994**	**27,167,038**	**3,024,860**	**100**	**7.2239**	**98**
Iowa	16,025,201	1.0856	14,401	3,666,644	1,357,199	1,899,583	691,626	3,846,500	496,752	91	1.1137	93
Kansas	14,803,088	1.0028	15,750	3,172,212	1,210,043	1,767,953	728,149	3,875,425	412,066	98	1.0420	102
Minnesota	28,044,113	1.8998	17,683	5,327,096	2,418,280	3,481,211	1,221,387	6,773,743	755,526	108	1.8116	103
Missouri	31,872,680	2.1591	16,864	6,597,049	2,776,871	4,251,511	1,276,243	8,136,650	848,085	102	2.0660	98
Nebraska	9,215,145	.6242	15,045	1,769,929	896,168	1,118,497	536,078	2,189,686	263,475	93	.6403	96
North Dakota	4,329,848	.2934	17,361	734,551	320,102	481,254	193,404	1,360,257	105,079	102	.2833	98
South Dakota	3,962,529	.2684	14,930	784,815	340,554	387,498	158,107	984,777	143,877	91	.2670	90
SOUTH ATLANTIC	**253,773,354**	**17.1913**	**16,546**	**49,589,374**	**23,799,603**	**28,527,544**	**14,156,060**	**64,895,189**	**9,075,936**	**101**	**16.6485**	**98**
Delaware	4,503,995	.3051	19,965	831,283	378,224	633,070	237,999	1,036,609	143,770	118	.2773	107
District of Columbia	3,392,998	.2299	13,416	591,240	746,449	312,719	212,707	196,095	171,265	90	.2876	113
Florida	78,835,837	5.3405	16,802	14,698,055	7,875,750	8,497,480	4,592,396	21,813,234	2,851,279	111	4.9526	103
Georgia	36,683,723	2.4851	16,813	7,048,044	3,432,128	4,347,430	1,877,930	9,342,020	1,244,600	99	2.3908	95
Maryland	30,205,991	2.0462	18,649	5,718,377	2,667,324	3,454,164	1,674,217	7,642,708	1,041,968	111	2.0160	109
North Carolina	36,513,521	2.4735	15,573	7,520,153	3,189,034	3,825,260	2,087,693	9,240,250	1,330,513	94	2.3901	91
South Carolina	18,270,303	1.2377	14,904	3,960,182	1,677,767	1,885,223	993,888	4,335,681	622,355	88	1.2117	86
Virginia	35,450,337	2.4015	17,164	7,013,370	3,136,438	4,189,977	2,073,884	8,821,567	1,296,923	100	2.4582	102
West Virginia	9,916,649	.6718	13,590	2,208,670	696,489	1,382,221	405,346	2,467,025	373,263	84	.6642	83
EAST SOUTH CENTRAL	**79,003,229**	**5.3518**	**14,167**	**17,167,376**	**6,714,592**	**10,208,117**	**3,861,825**	**19,126,773**	**3,151,457**	**85**	**5.3511**	**85**
Alabama	19,147,695	1.2971	12,785	4,178,303	1,543,937	2,279,955	961,178	4,894,933	781,520	77	1.3803	82
Kentucky	18,796,671	1.2733	13,887	4,175,502	1,742,182	2,338,451	853,922	4,170,307	805,784	82	1.3097	84
Mississippi	12,224,603	.8281	13,179	2,832,400	869,106	1,673,703	556,498	2,931,505	501,140	75	.8438	77
Tennessee	28,834,260	1.9533	16,038	5,981,171	2,559,367	3,916,008	1,490,227	7,122,028	1,063,013	98	1.8173	91
WEST SOUTH CENTRAL	**159,264,034**	**10.7890**	**16,435**	**35,143,787**	**16,086,319**	**19,290,213**	**7,975,436**	**33,817,511**	**4,337,816**	**97**	**10.4736**	**94**
Arkansas	11,733,828	.7949	13,316	2,618,929	966,142	1,599,393	496,379	2,384,176	352,330	80	.8208	83
Louisiana	24,425,849	1.6547	15,321	5,804,961	2,452,413	3,032,069	1,291,602	4,410,082	931,320	89	1.6200	87
Oklahoma	19,692,426	1.3340	15,497	4,207,632	2,008,848	2,455,576	1,032,677	4,330,919	475,066	97	1.2829	93
Texas	103,411,931	7.0054	17,397	22,512,265	10,658,916	12,203,175	5,154,778	22,692,334	2,579,100	102	6.7499	98
MOUNTAIN	**79,275,565**	**5.3704**	**16,235**	**17,712,759**	**8,177,762**	**8,753,530**	**4,276,253**	**15,829,301**	**2,598,216**	**99**	**5.1674**	**95**
Arizona	19,271,796	1.3055	15,166	4,461,607	2,004,471	2,196,314	1,079,099	3,828,073	796,079	95	1.3022	95
Colorado	22,288,659	1.5099	17,291	4,779,100	2,557,033	2,525,135	1,296,891	4,260,686	523,590	111	1.4413	106
Idaho	4,990,538	.3381	14,034	1,176,140	463,847	434,792	241,523	1,121,179	224,747	79	.3544	83
Montana	4,716,766	.3196	14,617	1,116,523	478,691	420,262	251,611	928,867	182,054	92	.3048	88
Nevada	7,518,225	.5093	19,091	1,589,367	746,779	961,738	353,732	1,457,879	269,598	129	.4367	110
New Mexico	8,554,751	.5795	16,038	1,860,629	872,841	905,192	418,628	1,871,992	246,268	94	.5397	88
Utah	8,082,217	.5475	15,275	1,871,262	654,421	1,005,497	474,250	1,602,910	206,863	78	.5650	81
Wyoming	3,852,613	.2610	20,417	858,131	399,679	304,600	160,519	757,715	149,017	124	.2233	106
PACIFIC	**230,761,685**	**15.6325**	**17,354**	**46,644,357**	**25,180,343**	**25,880,898**	**12,685,802**	**52,300,193**	**8,236,311**	**106**	**15.8451**	**107**
Alaska	4,507,806	.3054	23,688	907,817	560,888	509,547	199,971	783,960	158,243	135	.2736	121
California	177,443,882	12.0205	17,786	35,442,422	19,041,583	19,497,992	10,357,471	41,043,102	6,401,507	108	12.2189	110
Hawaii	6,828,798	.4626	20,216	1,331,996	1,192,219	822,171	211,899	1,001,402	398,713	104	.4526	102
Oregon	15,872,208	1.0753	15,135	3,089,030	1,622,362	2,290,369	712,222	3,736,725	389,400	96	1.0519	94
Washington	26,108,991	1.7687	14,969	5,873,092	2,763,291	2,760,819	1,204,239	5,735,004	888,448	96	1.8481	100
TOTAL UNITED STATES	**1,476,173,090**	**100.0000**	**16,462**	**302,279,887**	**144,731,919**	**171,008,712**	**77,157,654**	**337,451,058**	**51,313,691**	**100**	**100.0000**	**100**

POPULATION

Area	(Thous.)	Rank
New York	8,527.7	1
Los Angeles - Long Beach	8,312.3	2
Chicago	6,166.3	3
Philadelphia	4,827.4	4
Detroit	4,358.7	5
Boston - Lawrence - Salem - Lowell - Brockton	3,724.2	6
Washington	3,544.0	7
Houston	3,232.2	8
Nassau - Suffolk	2,663.8	9
Atlanta	2,543.2	10
St. Louis	2,451.2	11
Dallas	2,378.0	12
Minneapolis - St. Paul	2,323.3	13
Baltimore	2,306.1	14
San Diego	2,217.7	15
Anaheim - Santa Ana	2,177.3	16
Pittsburgh	2,139.6	17
Riverside - San Bernardino	2,005.4	18
Oakland	1,949.2	19
Phoenix	1,916.2	20
Tampa - St. Petersburg - Clearwater	1,916.2	20
Newark	1,899.3	22
Cleveland	1,853.3	23
Miami - Hialeah	1,785.0	24
Seattle	1,758.2	25
Denver	1,649.4	26
San Francisco	1,583.7	27
Kansas City	1,525.0	28
Cincinnati	1,419.3	29
San Jose	1,409.1	30
Milwaukee	1,395.1	31
New Orleans	1,347.5	32
Norfolk - Virginia Beach - Newport News	1,306.7	33
Sacramento	1,304.8	34
Bergen - Passaic	1,302.9	35
Columbus, Ohio	1,301.6	36
San Antonio	1,251.2	37
Fort Worth - Arlington	1,225.8	38
Indianapolis	1,219.6	39
Fort Lauderdale - Hollywood - Pompano Beach	1,167.8	40
Portland, Ore.	1,159.3	41
Hartford - New Britain - Middletown - Bristol	1,097.9	42
Charlotte - Gastonia - Rock Hill	1,071.6	43
Salt Lake City - Ogden	1,052.5	44
Oklahoma City	993.1	45
Rochester, N.Y.	992.6	46
Buffalo	975.2	47
Louisville	970.5	48
Monmouth - Ocean	957.2	49
Memphis	956.6	50
Total Top 50	**109,611.8**	
Middlesex - Somerset - Hunterdon	945.7	51
Nashville	936.4	52
Dayton - Springfield	930.8	53
Birmingham	922.0	54
Greensboro - Winston-Salem - High Point	910.0	55
Orlando	899.5	56
Providence - Pawtucket - Woonsocket	894.9	57
Albany - Schenectady - Troy	854.3	58
Jacksonville, Fla.	851.7	59
Honolulu	830.3	60
Bridgeport - Stamford - Norwalk - Danbury	828.6	61
Richmond - Petersburg	817.5	62
New Haven - Waterbury - Meriden	770.6	63
West Palm Beach - Boca Raton - Delray Beach	760.7	64
Tulsa	746.5	65
Austin	732.9	66
Scranton - Wilkes-Barre	731.2	67
Worcester - Fitchburg - Leominster	664.8	68
Allentown - Bethlehem	660.7	69
Syracuse	654.8	70
Akron	648.5	71
Raleigh - Durham	648.3	72
Grand Rapids	643.5	73
Gary - Hammond	634.0	74
Oxnard - Ventura	621.7	75
Omaha	616.9	76
Greenville - Spartanburg	616.7	77
Tucson	616.6	78
Toledo	614.8	79
Knoxville	599.3	80
Springfield, Mass.	589.8	81
Fresno	588.8	82
Harrisburg - Lebanon - Carlisle	580.9	83
Las Vegas	565.2	84
Baton Rouge	557.1	85
El Paso	557.1	85
Jersey City	556.2	87
Wilmington, Del.	548.3	88
Tacoma	537.3	89
Youngstown - Warren	516.9	90
Little Rock - North Little Rock	508.9	91
Bakersfield	493.8	92
Charleston, S.C.	493.7	93
New Bedford - Fall River - Attleboro	493.3	94
Lake County, Ill.	478.2	95
Albuquerque	476.5	96
Mobile	471.7	97
Wichita	469.6	98
Johnson City - Kingsport - Bristol	450.1	99
Columbia, S.C.	449.0	100
Total Top 100	**142,598.4**	
Flint	441.0	101
Chattanooga	433.2	102
Lansing - East Lansing	429.6	103
Stockton	423.3	104
Saginaw - Bay City - Midland	409.4	105
Canton	405.4	106
Jackson, Miss.	403.9	107
York	397.5	108
Beaumont - Port Arthur	393.6	109
Augusta	390.8	110
Lancaster	389.1	111
Vallejo - Fairfield - Napa	388.8	112
Davenport - Rock Island - Moline	386.0	113
Des Moines	386.0	113
Joliet	381.1	115
Lakeland - Winter Haven	373.9	116
Colorado Springs	372.0	117
Shreveport	368.9	118
Corpus Christi	365.6	119
Peoria	362.6	120
Melbourne - Titusville - Palm Bay	361.7	121
McAllen - Edinburg - Mission	360.8	122
Spokane	358.1	123
Fort Wayne	357.0	124
Aurora - Elgin	350.6	125
Santa Rosa - Petaluma	348.6	126
Madison	343.6	127
Pensacola	340.3	128
Huntington - Ashland	338.1	129
Santa Barbara - Santa Maria - Lompoc	338.1	129
Salinas - Seaside - Monterey	337.3	131
Lexington-Fayette	333.4	132
Daytona Beach	325.1	133
Reading	323.7	134
Utica - Rome	322.8	135
Trenton	319.8	136
Portsmouth - Dover - Rochester	315.8	137
Manchester - Nashua	314.1	138
Modesto	313.9	139
Atlantic City	307.4	140
Appleton - Oshkosh - Neenah	306.8	141
Montgomery	299.7	142
Visalia - Tulare - Porterville	290.1	143
Evansville	284.6	144
Rockford	284.0	145
Orange County, N.Y.	283.3	146
Macon - Warner Robins	282.7	147
Erie	281.9	148
Fort Myers - Cape Coral	279.0	149
Hamilton - Middletown	273.6	150
Total Top 150	**160,076.0**	
Lorain - Elyria	273.6	150
Ann Arbor	270.2	152
Charleston, W.Va.	269.6	153
Binghamton	268.5	154
Eugene - Springfield	266.4	155
Fayetteville, N.C.	264.0	156
Salem, Ore.	262.2	157
Poughkeepsie	259.8	158
Johnstown	259.3	159
Duluth	253.9	160
Provo - Orem	253.9	160
Brownsville - Harlingen	251.7	162
New London - Norwich	251.4	163
Sarasota	251.2	164
Columbus, Ga.	248.1	165
Killeen - Temple	243.2	166
South Bend - Mishawaka	241.2	167
Anchorage	239.5	168
Savannah	238.5	169
Portland, Me.	228.6	170
Springfield, Mo.	228.5	171
Roanoke	227.1	172
Huntsville	225.2	173
Reno	224.8	174
Santa Cruz	223.8	175
Lubbock	220.7	176
Hickory	219.5	177
Galveston - Texas City	218.9	178
Lafayette, La.	218.7	179
Kalamazoo	217.8	180
Boulder - Longmont	217.6	181
Niagara Falls	217.4	182
Tallahassee	216.6	183
Vancouver	212.1	184
Lincoln	208.6	185
Fort Pierce	207.1	186
Brazoria	205.8	187
Boise	202.4	188
Biloxi - Gulfport	202.3	189
Gainesville	199.3	190
Amarillo	198.3	191
Springfield, Ill.	195.9	192
Beaver County, Pa.	194.6	193
Houma - Thibodaux	190.8	194
Waco	190.7	195
Green Bay	186.2	196
Yakima	184.3	197
Fort Collins - Loveland	181.1	198
Bradenton	180.5	199
Fort Smith	180.0	200
Total Top 200	**171,367.4**	
Wheeling	179.7	201
St. Cloud	179.1	202
Lake Charles	176.8	203
Racine	174.4	204
Ocala	172.6	205
Cedar Rapids	172.0	206
Longview - Marshall	171.4	207
Bremerton	170.9	208
Champaign - Urbana - Rantoul	170.9	208
Chico	170.7	210
Asheville	170.1	211
Merced	166.8	212
Benton Harbor	165.7	213
Topeka	160.7	214
Clarksville - Hopkinsville	158.9	215
Parkersburg - Marietta	158.8	216
Lima	157.5	217
Muskegon	157.2	218
Tyler	156.2	219
Steubenville - Weirton	155.3	220
Waterloo - Cedar Falls	154.8	221
Fargo - Moorhead	150.0	222
Lynchburg	148.4	223
Jackson, Mich.	147.5	224
Elkhart - Goshen	146.8	225
Olympia	146.7	226
Anderson, S.C.	146.6	227
Monroe	145.8	228
Tuscaloosa	144.2	229
Alexandria, La.	143.2	230
Athens	143.0	231
Pittsfield	142.8	232
Fort Walton Beach	142.6	233
Richland - Kennewick - Pasco	142.5	234
Medford	141.3	235
Florence, Ala.	140.0	236
Janesville - Beloit	139.5	237
Eau Claire	138.7	238
Vineland - Millville - Bridgeton	138.7	238
Bangor	138.4	240
Greeley	137.8	241
Battle Creek	137.4	242
Odessa	136.8	243
Altoona	135.4	244
Redding	135.2	245
Joplin	134.7	246
Terre Haute	133.0	247
Anderson, Ind.	132.0	248
Mansfield	130.9	249
Dothan	129.6	250
Total Top 250	**178,937.4**	
Burlington, Vt.	129.4	251
Pascagoula	128.1	252
Decatur	128.0	253
Wichita Falls	126.8	254
Sharon	126.6	255
Bloomington - Normal	125.4	256
Pueblo	125.3	257
Sioux Falls	125.2	258
Anniston	124.6	259
Jacksonville, N.C.	124.1	260
Muncie	123.5	261
Naples	123.5	261
Billings	123.2	263
Abilene	123.1	264
Lafayette - West Lafayette	123.0	265
Charlottesville	122.7	266
Texarkana	121.6	267
Kenosha	121.5	268
Bryan - College Station	120.9	269
Florence, S.C.	120.6	270
Panama City	120.2	271
Laredo	119.8	272
Las Cruces	119.3	273
Albany, Ga.	118.9	274
Lawton	118.7	275
Williamsport	118.3	276
Sioux City	117.7	277
Bellingham	116.1	278
State College	115.9	279
Wilmington, N.C.	115.4	280
Wausau	115.1	281
Glens Falls	115.0	282
Midland, Tex.	114.8	283
Hagerstown	114.6	284
Yuba City	113.2	285
Danville, Va.	112.5	286
Columbia, Mo.	109.1	287
Fayetteville - Springdale	107.1	288
Santa Fe	105.4	289
Cumberland	104.5	290
Gadsden	103.9	291
Kokomo	103.3	292
Kankakee	102.9	293
Sheboygan	102.9	293
Burlington, N.C.	102.8	295
Bloomington, Ind.	101.2	296
Lewiston - Auburn	100.9	297
San Angelo	98.4	298
Rochester, Minn.	97.9	299
Sherman - Denison	97.9	299
La Crosse	95.2	301
Elmira	94.6	302
Bismarck	92.3	303
Dubuque	91.6	304
Pine Bluff	89.9	305
Owensboro	88.0	306
Iowa City	86.9	307
St. Joseph	86.4	308
Great Falls	80.7	309
Jackson, Tenn.	78.2	310
Victoria	78.2	310
Rapid City	77.3	312
Cheyenne	73.7	313
Lawrence, Kans.	72.7	314
Casper	72.4	315
Grand Forks	70.6	316
Enid	66.0	317
Total Above Areas	**186,122.9**	
Percent of U.S.	**76.5271**	
U.S. Total	**243,211.7**	

SUBURBAN POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach	4,278.0	1
Detroit	3,087.3	2
Philadelphia	3,064.5	3
Chicago	3,038.7	4
Washington	2,733.7	5
Nassau - Suffolk	2,663.8	6
Boston - Lawrence - Salem - Lowell - Brockton	2,485.3	7
Atlanta	2,055.8	8
St. Louis	1,807.9	9
Pittsburgh	1,718.5	10
Anaheim - Santa Ana	1,701.6	11
Riverside - San Bernardino	1,628.6	12
Minneapolis - St. Paul	1,579.3	13
Baltimore	1,512.5	14
Newark	1,471.0	15
Houston	1,426.8	16
Oakland	1,422.4	17
Cleveland	1,311.6	18
Tampa - St. Petersburg - Clearwater	1,279.0	19
New York	1,178.8	20
Seattle	1,175.7	21
Dallas	1,172.5	22
Bergen - Passaic	1,163.7	23
Denver	1,141.4	24
Miami - Hialeah	1,133.2	25
San Diego	1,100.1	26
Cincinnati	1,047.1	27
Monmouth - Ocean	957.2	28
Sacramento	868.4	29
Middlesex - Somerset - Hunterdon	864.7	30
San Francisco	845.6	31
Kansas City	825.8	32
Fort Lauderdale - Hollywood - Pompano Beach	815.8	33
Salt Lake City - Ogden	813.6	34
Hartford - New Britain - Middletown - Bristol	785.2	35
Rochester, N.Y.	751.1	36
Portland, Ore.	750.4	37
Orlando	750.0	38
New Orleans	745.9	39
Milwaukee	731.5	40
Dayton - Springfield	680.4	41
Columbus, Ohio	648.5	42
Louisville	645.2	43
Buffalo	641.3	44
San Jose	636.8	45
Albany - Schenectady - Troy	630.6	46
Providence - Pawtucket - Woonsocket	620.1	47
Birmingham	608.0	48
Charlotte - Gastonia - Rock Hill	594.9	49
West Palm Beach - Boca Raton - Delray Beach	581.6	50
Total Top 50	66,171.4	
Scranton - Wilkes-Barre	573.5	51
Richmond - Petersburg	560.0	52
Fort Worth - Arlington	545.5	53
Greensboro - Winston-Salem - High Point	515.1	54
Greenville - Spartanburg	512.0	55
Phoenix	497.5	56
Indianapolis	496.8	57
Syracuse	490.1	58
Harrisburg - Lebanon - Carlisle	482.3	59
Wilmington, Del.	477.9	60
Allentown - Bethlehem	457.6	61
Bridgeport - Stamford - Norwalk - Danbury	437.5	62
Honolulu	434.6	63
Oklahoma City	434.1	64
New Haven - Waterbury - Meriden	433.8	65
Charleston, S.C.	427.4	66
Worcester - Fitchburg - Leominster	427.2	67
Grand Rapids	425.3	68
Nashville	422.9	69
Oxnard - Ventura	404.4	70
Knoxville	395.8	71
Tacoma	374.3	72
Las Vegas	373.3	73
Tulsa	367.9	74
Akron	367.3	75
Lake County, Ill.	364.4	76
Gary - Hammond	363.8	77
Youngstown - Warren	355.9	78
York	353.5	79
Columbia, S.C.	350.3	80
Augusta	343.4	81
Bakersfield	342.0	82
Lancaster	331.8	83
Johnson City - Kingsport - Bristol	330.6	84
Springfield, Mass.	328.6	85
San Antonio	317.5	86
Raleigh - Durham	312.4	87
Baton Rouge	308.0	88
Joliet	302.5	89
Fresno	300.1	90
Jersey City	293.9	91
Flint	290.3	92
Lakeland - Winter Haven	285.4	93
Canton	285.2	94
Orange County, N.Y.	283.3	95
Pensacola	274.7	96
Austin	272.5	97
Atlantic City	269.4	98
Chattanooga	266.3	99
New Bedford - Fall River - Attleboro	266.0	100
Total Top 100	85,297.3	
Mobile	265.9	101
Daytona Beach	264.3	102
Memphis	260.2	103
Saginaw - Bay City - Midland	259.0	104
Norfolk - Virginia Beach - Newport News	251.7	105
Lansing - East Lansing	251.6	106
Huntington - Ashland	251.0	107
Toledo	247.3	108
Reading	245.1	109
Jacksonville, Fla.	243.2	110
Portsmouth - Dover - Rochester	239.5	111
Tucson	238.7	112
Little Rock - North Little Rock	229.2	113
Poughkeepsie	228.9	114
Johnstown	226.4	115
Trenton	226.3	116
Melbourne - Titusville - Palm Bay	222.9	117
McAllen - Edinburg - Mission	214.4	118
Binghamton	213.9	119
Santa Rosa - Petaluma	212.0	120
Charleston, W.Va.	210.9	121
Peoria	210.5	122
Utica - Rome	206.6	123
Beaumont - Port Arthur	206.4	124
Brazoria	205.8	125
Omaha	205.1	126
Sarasota	196.5	127
Beaver County, Pa.	194.6	128
Hickory	194.4	129
Fayetteville, N.C.	193.8	130
Stockton	192.3	131
Des Moines	192.2	132
Davenport - Rock Island - Moline	191.4	133
Aurora - Elgin	188.7	134
Fort Myers - Cape Coral	188.6	135
Jackson, Miss.	187.5	136
Fort Wayne	186.7	137
New London - Norwich	182.9	138
Spokane	182.3	139
Wichita	180.0	140
Visalia - Tulare - Porterville	177.2	141
Santa Cruz	177.1	142
Santa Barbara - Santa Maria - Lompoc	175.1	143
Salinas - Seaside - Monterey	174.3	144
Vallejo - Fairfield - Napa	172.1	145
Appleton - Oshkosh - Neenah	168.6	146
Fort Pierce	168.5	147
Salem, Ore.	168.4	148
Vancouver	168.[illegible]	149
Madison	167.2	150
Total Top 150	95,7[illegible]2.6	
Portland, Me.	165.5	151
Hamilton - Middletown	165.0	152
Erie	164.8	153
Ann Arbor	164.2	154
Evansville	155.1	155
Niagara Falls	151.9	156
Benton Harbor	151.2	157
Modesto	148.0	158
Rockford	145.6	159
Lorain - Elyria	142.7	160
Bradenton	142.5	161
Duluth	140.4	162
Kalamazoo	140.1	163
Houma - Thibodaux	139.6	164
Chico	139.2	165
Wheeling	138.9	166
Manchester - Nashua	136.3	167
Killeen - Temple	136.2	168
St. Cloud	136.2	168
Bremerton	134.7	170
Yakima	134.4	171
Roanoke	126.2	172
Ocala	125.6	173
Lafayette, La.	124.0	174
Eugene - Springfield	121.3	175
Lexington-Fayette	120.4	176
Merced	118.5	177
Fort Walton Beach	118.2	178
Anderson, S.C.	118.0	179
Muskegon	117.3	180
Macon - Warner Robins	116.7	181
Olympia	115.9	182
Provo - Orem	114.7	183
Gainesville	114.1	184
Reno	113.1	185
Galveston - Texas City	111.1	186
Asheville	110.2	187
Lima	110.0	188
Sharon	109.9	189
Biloxi - Gulfport	109.7	190
Albuquerque	109.5	191
Jackson, Mich.	109.2	192
Steubenville - Weirton	107.8	193
Bangor	107.7	194
Colorado Springs	107.4	195
Montgomery	105.9	196
Fort Smith	105.0	197
Florence, Ala.	102.7	198
Parkersburg - Marietta	102.7	198
Naples	102.2	200
Total Top 200	102,050.1	
Lake Charles	100.4	201
Athens	99.4	202
Glens Falls	98.5	203
Corpus Christi	97.6	204
Medford	97.6	204
Brownsville - Harlingen	97.3	206
Jacksonville, N.C.	97.1	207
Pascagoula	96.9	208
Tallahassee	95.4	209
Joplin	94.5	210
Anniston	94.3	211
Green Bay	93.8	212
Pittsfield	92.4	213
Yuba City	92.3	214
Springfield, Ill.	91.5	215
Burlington, Vt.	91.2	216
South Bend - Mishawaka	91.1	217
Racine	91.0	218
Alexandria, La.	89.1	219
Monroe	88.8	220
Savannah	88.6	221
Boise	88.4	222
Florence, S.C.	87.6	223
Shreveport	87.5	224
Boulder - Longmont	86.5	225
Springfield, Mo.	86.2	226
Williamsport	85.9	227
Redding	84.5	228
Eau Claire	84.0	229
Battle Creek	83.2	230
Panama City	82.9	231
Wausau	82.7	232
Waco	82.2	233
Charlottesville	81.8	234
Hagerstown	81.7	235
State College	81.3	236
Elkhart - Goshen	81.2	237
Altoona	80.6	238
Cumberland	80.6	238
Greeley	80.4	240
Lynchburg	79.3	241
Mansfield	78.4	242
Tyler	78.0	243
Terre Haute	75.5	244
Dothan	75.1	245
Kankakee	73.8	246
Longview - Marshall	71.6	247
Anderson, Ind.	71.2	248
El Paso	70.8	249
Columbus, Ga.	70.5	250
Total Top 250	106,362.3	
Bellingham	69.6	251
Tuscaloosa	68.6	252
Danville, Va.	67.5	253
Fort Collins - Loveland	67.1	254
Wilmington, N.C.	66.2	255
Las Cruces	65.3	256
Huntsville	65.2	257
Texarkana	65.0	258
Burlington, N.C.	64.4	259
Cedar Rapids	62.0	260
Elmira	60.8	261
Clarksville - Hopkinsville	60.2	262
Lafayette - West Lafayette	58.4	263
Gadsden	56.6	264
Kokomo	56.4	265
Champaign - Urbana - Rantoul	56.0	266
Richland - Kennewick - Pasco	55.6	267
Sheboygan	55.0	268
Janesville - Beloit	53.5	269
Fargo - Moorhead	51.3	270
Waterloo - Cedar Falls	50.4	271
Santa Fe	50.1	272
Billings	49.5	273
Muncie	49.3	274
Bloomington, Ind.	48.8	275
La Crosse	46.2	276
Kenosha	45.9	277
Columbia, Mo.	43.5	278
Bismarck	41.5	279
Fayetteville - Springdale	41.3	280
Topeka	40.8	281
Sherman - Denison	40.6	282
Lubbock	40.5	283
Bloomington - Normal	40.4	284
Rochester, Minn.	38.8	285
Lewiston - Auburn	38.2	286
Vineland - Millville - Bridgeton	38.1	287
Sioux City	37.1	288
Decatur	36.6	289
Iowa City	34.9	290
Amarillo	34.6	291
Albany, Ga.	33.6	292
Owensboro	32.0	293
Dubuque	31.5	294
Lawton	30.9	295
Odessa	30.6	296
Sioux Falls	29.5	297
Wichita Falls	27.3	298
Jackson, Tenn.	26.0	299
Grand Forks	25.2	300
Pueblo	25.1	301
Casper	24.1	302
Lincoln	23.3	303
Rapid City	22.7	304
Great Falls	22.6	305
Cheyenne	21.7	306
Pine Bluff	20.9	307
Victoria	20.1	308
Lawrence, Kans.	15.9	309
Enid	12.9	310
Midland, Tex.	11.8	311
St. Joseph	11.7	312
San Angelo	11.7	312
Abilene	11.2	314
Bryan - College Station	9.5	315
Laredo	9.3	316
Anchorage	.0	317
Total Above Areas	109,015.2	
Percent of U.S.	100.0000	
U.S. Total	109,015.2	

BLACK POPULATION

Area	(Thous.)	Rank
New York	2,185.5	1
Chicago	1,470.9	2
Los Angeles - Long Beach	1,048.3	3
Philadelphia	940.0	4
Washington	922.8	5
Detroit	909.7	6
Houston	623.3	7
Atlanta	612.0	8
Baltimore	571.0	9
New Orleans	442.3	10
Newark	427.0	11
St. Louis	425.2	12
Memphis	398.6	13
Dallas	391.4	14
Norfolk - Virginia Beach - Newport News	372.5	15
Cleveland	348.6	16
Miami - Hialeah	335.7	17
Oakland	290.5	18
Birmingham	261.0	19
Richmond - Petersburg	238.9	20
Charlotte - Gastonia - Rock Hill	226.4	21
Boston - Lawrence - Salem - Lowell - Brockton	203.4	22
Kansas City	194.4	23
Jacksonville, Fla.	192.4	24
Tampa - St. Petersburg - Clearwater	191.3	25
Greensboro - Winston-Salem - High Point	181.7	26
Cincinnati	180.6	27
Nassau - Suffolk	180.1	28
Jackson, Miss.	177.0	29
Pittsburgh	176.8	30
Raleigh - Durham	175.8	31
Indianapolis	175.0	32
Baton Rouge	161.9	33
Charleston, S.C.	157.6	34
Nashville	155.9	35
Milwaukee	154.4	36
Columbus, Ohio	150.0	37
Fort Lauderdale - Hollywood - Pompano Beach	142.5	38
Mobile	142.0	39
Fort Worth - Arlington	136.0	40
Gary - Hammond	135.0	41
San Francisco	132.9	42
Columbia, S.C.	131.2	43
Shreveport	128.8	44
San Diego	126.5	45
Augusta	126.0	46
Louisville	125.4	47
Orlando	123.7	48
Dayton - Springfield	122.7	49
Greenville - Spartanburg	112.3	50
Total Top 50	**17,934.9**	
West Palm Beach - Boca Raton - Delray Beach	112.3	50
Montgomery	111.0	52
Buffalo	108.0	53
Little Rock - North Little Rock	101.7	54
Macon - Warner Robins	101.4	55
Riverside - San Bernardino	99.4	56
Bergen - Passaic	98.8	57
Columbus, Ga.	92.9	58
Savannah	92.8	59
Oklahoma City	91.0	60
San Antonio	90.1	61
Beaumont - Port Arthur	89.9	62
Denver	88.8	63
Rochester, N.Y.	86.6	64
Flint	85.5	65
Fayetteville, N.C.	84.0	66
Wilmington, Del.	83.3	67
Hartford - New Britain - Middletown - Bristol	82.4	68
Jersey City	73.8	69
Bridgeport - Stamford - Norwalk - Danbury	73.6	70
New Haven - Waterbury - Meriden	73.6	70
Tallahassee	73.6	70
Austin	72.3	73
Sacramento	72.1	74
Toledo	67.4	75
Seattle	65.6	76
Chattanooga	64.2	77
Akron	61.9	78
Monmouth - Ocean	61.4	79
Trenton	61.4	79
Lakeland - Winter Haven	61.3	81
Las Vegas	60.8	82
Pensacola	60.6	83
Phoenix	60.6	83
Tulsa	58.5	85
Youngstown - Warren	57.0	86
Minneapolis - St. Paul	56.1	87
Lafayette, La.	53.4	88
Middlesex - Somerset - Hunterdon	51.4	89
Albany, Ga.	51.1	90
Huntsville	48.6	91
Omaha	48.0	92
Florence, S.C.	47.5	93
Atlantic City	46.4	94
San Jose	46.2	95
Monroe	45.2	96
Killeen - Temple	44.3	97
Tuscaloosa	42.5	98
Galveston - Texas City	42.3	99
Gainesville	41.5	100
Total Top 100	**21,479.0**	
Lake Charles	41.0	101
Longview - Marshall	41.0	101
Alexandria, La.	40.8	103
Saginaw - Bay City - Midland	40.1	104
Daytona Beach	39.7	105
Biloxi - Gulfport	39.4	106
Knoxville	38.4	107
Pine Bluff	38.2	108
Harrisburg - Lebanon - Carlisle	38.1	109
Grand Rapids	37.7	110
Lexington-Fayette	37.6	111
Joliet	37.4	112
Tyler	36.2	113
Wichita	36.1	114
Danville, Va.	35.8	115
Fort Pierce	35.6	116
Springfield, Mass.	35.6	116
Clarksville - Hopkinsville	35.0	118
Melbourne - Titusville - Palm Bay	34.4	119
Tacoma	34.0	120
Syracuse	33.7	121
Albany - Schenectady - Troy	33.6	122
Lake County, Ill.	33.6	122
Portland, Ore.	33.0	124
Vallejo - Fairfield - Napa	32.8	125
Waco	32.7	126
Lynchburg	31.9	127
Ann Arbor	31.3	128
Ocala	30.2	129
Fort Wayne	29.6	130
Texarkana	29.3	131
Providence - Pawtucket - Woonsocket	28.8	132
Anaheim - Santa Ana	28.7	133
Dothan	28.3	134
Roanoke	28.0	135
Fresno	27.9	136
Athens	27.7	137
Anderson, S.C.	26.8	138
Benton Harbor	26.8	138
Houma - Thibodaux	26.5	140
Jacksonville, N.C.	26.5	140
Wilmington, N.C.	26.4	142
Pascagoula	26.3	143
Lansing - East Lansing	25.9	144
Canton	25.5	145
Bakersfield	25.2	146
Colorado Springs	25.0	147
Jackson, Tenn.	24.8	148
Fort Myers - Cape Coral	24.4	149
South Bend - Mishawaka	23.9	150
Total Top 150	**23,086.2**	
Peoria	23.7	151
Rockford	23.7	151
Anniston	23.0	153
El Paso	22.5	154
Vineland - Millville - Bridgeton	22.4	155
Stockton	21.9	156
Muskegon	21.3	157
Burlington, N.C.	21.0	158
Lorain - Elyria	20.9	159
Salinas - Seaside - Monterey	20.6	160
Poughkeepsie	19.8	161
Orange County, N.Y.	19.5	162
Charlottesville	19.4	163
Florence, Ala.	19.3	164
Hickory	19.2	165
Lawton	19.2	165
Davenport - Rock Island - Moline	18.7	167
Kalamazoo	18.0	168
Bradenton	17.7	169
Aurora - Elgin	17.2	170
Evansville	17.2	170
Brazoria	17.1	172
Tucson	16.7	173
Kankakee	16.6	174
Lubbock	16.5	175
Honolulu	16.3	176
Champaign - Urbana - Rantoul	16.2	177
Corpus Christi	15.8	178
Asheville	15.7	179
Panama City	15.5	180
Gadsden	15.3	181
Des Moines	15.1	182
Decatur	15.0	183
Racine	14.8	184
Battle Creek	14.7	185
Bryan - College Station	14.2	186
Charleston, W.Va.	14.2	186
Sarasota	14.2	186
Erie	13.6	189
Hamilton - Middletown	13.4	190
Fort Walton Beach	13.2	191
Springfield, Ill.	13.2	191
Topeka	13.0	193
Anchorage	12.4	194
Oxnard - Ventura	12.1	195
Wichita Falls	12.1	195
Beaver County, Pa.	11.9	197
Jackson, Mich.	11.8	198
Lima	11.7	199
Niagara Falls	11.3	200
Total Top 200	**23,926.0**	
York	11.1	201
Worcester - Fitchburg - Leominster	10.4	202
Albuquerque	10.3	203
Anderson, Ind.	10.2	204
Allentown - Bethlehem	10.1	205
Midland, Tex.	10.1	205
New London - Norwich	10.1	205
Johnson City - Kingsport - Bristol	9.9	208
Mansfield	9.9	208
Amarillo	9.8	210
Salt Lake City - Ogden	9.5	211
Reading	8.9	212
Waterloo - Cedar Falls	8.7	213
New Bedford - Fall River - Attleboro	8.6	214
Utica - Rome	8.6	214
Lancaster	8.3	216
Merced	8.3	216
Santa Barbara - Santa Maria - Lompoc	8.2	218
Muncie	8.1	219
Abilene	7.9	220
Huntington - Ashland	7.6	221
Sherman - Denison	7.3	222
Columbia, Mo.	7.2	223
Naples	7.2	223
Elkhart - Goshen	6.8	225
Terre Haute	6.6	226
Fort Smith	6.5	227
Odessa	6.5	227
Steubenville - Weirton	6.3	229
Madison	5.9	230
Sharon	5.9	230
Bloomington - Normal	5.5	232
Hagerstown	5.0	233
Scranton - Wilkes-Barre	5.0	233
Janesville - Beloit	4.9	235
Victoria	4.8	236
Kokomo	4.7	237
Spokane	4.4	238
Reno	4.3	239
Elmira	4.2	240
San Angelo	4.2	240
Wheeling	4.0	242
Visalia - Tulare - Porterville	3.9	243
Lincoln	3.7	244
Santa Rosa - Petaluma	3.7	244
Binghamton	3.6	246
Johnstown	3.6	246
Owensboro	3.6	246
Modesto	3.4	249
Lawrence, Kans.	3.3	250
Total Top 250	**24,266.6**	
Springfield, Mo.	3.2	251
Bremerton	3.0	252
Kenosha	2.9	253
Yuba City	2.9	253
Cedar Rapids	2.8	255
Bloomington, Ind.	2.7	256
St. Joseph	2.7	256
Pueblo	2.4	258
Richland - Kennewick - Pasco	2.4	258
Pittsfield	2.3	260
Enid	2.2	261
Boulder - Longmont	2.1	262
Cheyenne	2.1	262
Cumberland	2.1	262
Lafayette - West Lafayette	2.1	262
Portsmouth - Dover - Rochester	2.0	266
Chico	1.9	267
Las Cruces	1.9	267
Williamsport	1.9	267
Vancouver	1.8	270
Manchester - Nashua	1.6	271
Parkersburg - Marietta	1.6	271
Santa Cruz	1.6	271
Yakima	1.6	271
Eugene - Springfield	1.5	275
Fayetteville - Springdale	1.5	275
State College	1.5	275
Glens Falls	1.4	278
Salem, Ore.	1.4	278
Iowa City	1.2	280
Grand Forks	1.1	281
Joplin	1.1	281
Olympia	1.1	281
Sioux City	1.1	281
Altoona	1.0	285
Brownsville - Harlingen	1.0	285
Duluth	1.0	285
Portland, Me.	1.0	285
Great Falls	.9	289
Rapid City	.9	289
Fort Collins - Loveland	.8	291
Redding	.8	291
Boise	.7	293
Greeley	.7	293
McAllen - Edinburg - Mission	.7	293
Burlington, Vt.	.5	296
Casper	.5	296
Green Bay	.5	296
Santa Fe	.5	296
Appleton - Oshkosh - Neenah	.4	300
Rochester, Minn.	.4	300
St. Cloud	.4	300
Bellingham	.3	303
Billings	.3	303
Fargo - Moorhead	.3	303
Sheboygan	.3	303
Sioux Falls	.3	303
Bangor	.2	308
Dubuque	.2	308
Eau Claire	.2	308
La Crosse	.2	308
Lewiston - Auburn	.2	308
Medford	.2	308
Provo - Orem	.2	308
Bismarck	.1	315
Laredo	.1	315
Wausau	.0	317
Total Above Areas	**24,349.1**	
Percent of U.S.	**82.1741**	
U.S. Total	**29,631.1**	

SPANISH-ORIGIN POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach	2,624.3	1
New York	1,692.6	2
Miami - Hialeah	744.5	3
San Antonio	647.6	4
Chicago	589.9	5
Houston	579.6	6
Riverside - San Bernardino	426.6	7
El Paso	385.8	8
San Diego	374.5	9
Anaheim - Santa Ana	368.9	10
McAllen - Edinburg - Mission	315.1	11
San Jose	281.8	12
Phoenix	276.5	13
Dallas	257.5	14
Oakland	234.7	15
Brownsville - Harlingen	213.6	16
Corpus Christi	206.2	17
San Francisco	202.6	18
Fresno	197.1	19
Albuquerque	188.5	20
Denver	179.4	21
Jersey City	171.3	22
Newark	153.4	23
Oxnard - Ventura	151.8	24
Austin	149.8	25
Sacramento	141.9	26
Tucson	141.4	27
Philadelphia	129.1	28
Bakersfield	121.8	29
Nassau - Suffolk	116.0	30
Laredo	115.8	31
Bergen - Passaic	109.0	32
Washington	108.9	33
Fort Worth - Arlington	106.2	34
Tampa - St. Petersburg - Clearwater	104.7	35
Salinas - Seaside - Monterey	99.8	36
Visalia - Tulare - Porterville	98.9	37
Boston - Lawrence - Salem - Lowell - Brockton	94.7	38
Stockton	92.7	39
Detroit	78.6	40
Santa Barbara - Santa Maria - Lompoc	71.6	41
Las Cruces	66.7	42
Honolulu	61.7	43
Modesto	53.9	44
Santa Fe	53.8	45
Salt Lake City - Ogden	52.6	46
New Orleans	52.3	47
Lubbock	50.9	48
Fort Lauderdale - Hollywood - Pompano Beach	50.1	49
Bridgeport - Stamford - Norwalk - Danbury	49.3	50
Total Top 50	**13,836.0**	
Middlesex - Somerset - Hunterdon	49.0	51
Hartford - New Britain - Middletown - Bristol	48.8	52
Merced	48.3	53
Gary - Hammond	47.2	54
Vallejo - Fairfield - Napa	44.6	55
Las Vegas	43.8	56
Pueblo	41.5	57
West Palm Beach - Boca Raton - Delray Beach	41.3	58
Santa Cruz	37.6	59
Kansas City	36.8	60
Odessa	36.8	60
Milwaukee	35.9	62
Seattle	35.5	63
Orlando	35.4	64
Aurora - Elgin	34.9	65
Brazoria	34.5	66
Galveston - Texas City	31.0	67
Colorado Springs	30.1	68
Atlanta	29.9	69
Killeen - Temple	29.4	70
New Haven - Waterbury - Meriden	29.4	70
Monmouth - Ocean	28.4	72
Santa Rosa - Petaluma	27.7	73
Yakima	27.6	74
Victoria	27.1	75
Portland, Ore.	26.4	76
Lake County, Ill.	26.2	77
Cleveland	25.9	78
Springfield, Mass.	25.6	79
St. Louis	24.7	80
San Angelo	24.6	81
Minneapolis - St. Paul	24.4	82
Greeley	23.5	83
Baltimore	23.2	84
Oklahoma City	23.1	85
Norfolk - Virginia Beach - Newport News	22.2	86
Rochester, N.Y.	21.9	87
Midland, Tex.	21.2	88
Providence - Pawtucket - Woonsocket	20.4	89
Amarillo	19.9	90
Waco	19.7	91
Joliet	17.6	92
Saginaw - Bay City - Midland	17.5	93
Abilene	17.3	94
Allentown - Bethlehem	17.1	95
Toledo	17.0	96
Jacksonville, Fla.	16.8	97
Grand Rapids	16.4	98
Beaumont - Port Arthur	15.5	99
Vineland - Millville - Bridgeton	15.5	99
Total Top 100	**15,272.1**	
Buffalo	15.3	101
Worcester - Fitchburg - Leominster	15.2	102
Lansing - East Lansing	15.0	103
Naples	14.5	104
Tacoma	14.5	104
Bryan - College Station	14.4	106
Wichita	14.4	106
Orange County, N.Y.	13.7	108
Lorain - Elyria	13.4	109
Yuba City	13.3	110
Davenport - Rock Island - Moline	13.0	111
Omaha	13.0	111
Trenton	13.0	111
Salem, Ore.	12.8	114
Lakeland - Winter Haven	12.1	115
Boulder - Longmont	11.8	116
Pittsburgh	11.6	117
Atlantic City	11.4	118
Tulsa	11.4	118
New Bedford - Fall River - Attleboro	11.3	120
Reno	11.2	121
Fort Collins - Loveland	10.7	122
Lancaster	10.4	123
Chico	10.3	124
Fayetteville, N.C.	10.3	124
Richland - Kennewick - Pasco	10.2	126
Wilmington, Del.	10.1	127
Albany - Schenectady - Troy	9.9	128
Reading	9.9	128
Wichita Falls	9.6	130
Indianapolis	9.5	131
Memphis	9.5	131
Baton Rouge	9.3	133
Charlotte - Gastonia - Rock Hill	8.9	134
Columbus, Ohio	8.8	135
Fort Myers - Cape Coral	8.5	136
Flint	8.3	137
Cincinnati	8.2	138
Rockford	7.8	139
Charleston, S.C.	7.7	140
Racine	7.7	140
Anchorage	7.6	142
Melbourne - Titusville - Palm Bay	7.6	142
Richmond - Petersburg	7.6	142
Cheyenne	7.3	145
Nashville	7.2	146
Poughkeepsie	6.9	147
Harrisburg - Lebanon - Carlisle	6.8	148
Youngstown - Warren	6.8	148
Lawton	6.7	150
Total Top 150	**15,798.5**	
Topeka	6.7	150
Dayton - Springfield	6.6	152
Gainesville	6.5	153
Greensboro - Winston-Salem - High Point	6.5	153
Syracuse	6.4	155
Augusta	6.2	156
Tyler	6.2	156
Birmingham	6.1	158
Columbia, S.C.	6.0	159
Louisville	6.0	159
Provo - Orem	6.0	159
Columbus, Ga.	5.9	162
Eugene - Springfield	5.9	162
Pensacola	5.9	162
Raleigh - Durham	5.7	165
Daytona Beach	5.6	166
Des Moines	5.6	166
Fort Pierce	5.6	166
Shreveport	5.6	166
Fort Wayne	5.4	170
New London - Norwich	5.2	171
Jacksonville, N.C.	5.1	172
Spokane	5.1	172
Greenville - Spartanburg	4.9	174
Lafayette, La.	4.9	174
Mobile	4.9	174
Ann Arbor	4.6	177
Boise	4.6	177
Medford	4.6	177
Redding	4.6	177
Bremerton	4.4	181
Clarksville - Hopkinsville	4.4	181
Little Rock - North Little Rock	4.4	181
Bradenton	4.1	184
Knoxville	4.1	184
Biloxi - Gulfport	4.0	186
Sarasota	4.0	186
Longview - Marshall	3.8	188
Peoria	3.8	188
South Bend - Mishawaka	3.8	188
Tallahassee	3.8	188
Kenosha	3.7	192
Madison	3.7	192
York	3.7	192
Canton	3.6	195
Fort Walton Beach	3.6	195
Akron	3.5	197
Houma - Thibodaux	3.5	197
Billings	3.4	199
Jackson, Miss.	3.4	199
Total Top 200	**16,044.1**	
Vancouver	3.4	199
Scranton - Wilkes-Barre	3.3	202
Chattanooga	3.2	203
Lincoln	3.2	203
Muskegon	3.2	203
Utica - Rome	3.2	203
Olympia	3.1	207
Kalamazoo	3.0	208
Ocala	3.0	208
Champaign - Urbana - Rantoul	2.8	210
Montgomery	2.8	210
Savannah	2.8	210
Macon - Warner Robins	2.7	213
Manchester - Nashua	2.7	213
Battle Creek	2.6	215
Casper	2.6	215
Huntsville	2.5	217
Lexington-Fayette	2.4	218
Bellingham	2.3	219
Benton Harbor	2.3	219
Johnson City - Kingsport - Bristol	2.3	219
Lake Charles	2.3	219
Erie	2.2	223
Portsmouth - Dover - Rochester	2.1	224
Binghamton	2.0	225
Jackson, Mich.	2.0	225
Panama City	2.0	225
Elkhart - Goshen	1.9	228
Niagara Falls	1.9	228
Lawrence, Kans.	1.8	230
Sherman - Denison	1.8	230
Alexandria, La.	1.7	232
Appleton - Oshkosh - Neenah	1.7	232
Dothan	1.7	232
Huntington - Ashland	1.7	232
Pascagoula	1.7	232
Sioux City	1.7	232
Athens	1.6	238
Hamilton - Middletown	1.6	238
St. Joseph	1.6	238
Springfield, Mo.	1.6	238
Texarkana	1.6	238
Fort Smith	1.5	243
Kankakee	1.5	243
Lafayette - West Lafayette	1.5	243
Rapid City	1.5	243
Albany, Ga.	1.4	247
Cedar Rapids	1.4	247
Charleston, W.Va.	1.4	247
Great Falls	1.4	247
Total Top 250	**16,153.3**	
Roanoke	1.4	247
Bloomington - Normal	1.3	252
Evansville	1.3	252
Hickory	1.3	252
Monroe	1.3	252
Tuscaloosa	1.3	252
Anniston	1.2	257
Bloomington, Ind.	1.2	257
Johnstown	1.2	257
Springfield, Ill.	1.2	257
Asheville	1.1	261
Beaver County, Pa.	1.1	261
Columbia, Mo.	1.1	261
Fargo - Moorhead	1.1	261
Glens Falls	1.1	261
Grand Forks	1.1	261
Kokomo	1.1	261
Lima	1.1	261
Portland, Me.	1.1	261
Sheboygan	1.1	261
Burlington, Vt.	1.0	271
Charlottesville	1.0	271
Elmira	1.0	271
Fayetteville - Springdale	1.0	271
Florence, S.C.	1.0	271
Green Bay	1.0	271
Janesville - Beloit	1.0	271
Lynchburg	1.0	271
Mansfield	1.0	271
Waterloo - Cedar Falls	1.0	271
Wheeling	1.0	271
Anderson, S.C.	.9	282
Duluth	.9	282
Iowa City	.9	282
Joplin	.9	282
State College	.9	282
Terre Haute	.9	282
Wilmington, N.C.	.9	282
Anderson, Ind.	.8	289
Danville, Va.	.8	289
Decatur	.8	289
Enid	.8	289
Florence, Ala.	.8	289
Muncie	.8	289
Pittsfield	.8	289
Steubenville - Weirton	.8	289
Burlington, N.C.	.7	297
Hagerstown	.7	297
Parkersburg - Marietta	.7	297
Pine Bluff	.7	297
St. Cloud	.7	297
Jackson, Tenn.	.6	302
Sioux Falls	.6	302
Dubuque	.5	304
Eau Claire	.5	304
Gadsden	.5	304
Lewiston - Auburn	.5	304
Owensboro	.5	304
Rochester, Minn.	.5	304
Altoona	.4	310
Bangor	.4	310
Cumberland	.4	310
La Crosse	.4	310
Sharon	.4	310
Williamsport	.4	310
Bismarck	.3	316
Wausau	.3	316
Total Above Areas	**16,211.4**	
Percent of U.S.	**88.7683**	
U.S. Total	**18,262.6**	

POPULATION 35 TO 49 YEARS OLD

Area	(Thous.)	Rank
New York	1,727.2	1
Los Angeles - Long Beach	1,661.7	2
Chicago	1,216.2	3
Philadelphia	933.1	4
Detroit	848.3	5
Washington	813.1	6
Boston - Lawrence - Salem - Lowell - Brockton	713.5	7
Houston	667.1	8
Nassau - Suffolk	580.6	9
Atlanta	557.6	10
Dallas	501.7	11
St. Louis	477.9	12
Anaheim - Santa Ana	475.5	13
Baltimore	473.3	14
Minneapolis - St. Paul	461.9	15
Oakland	412.3	16
San Diego	408.6	17
Newark	403.1	18
Pittsburgh	394.0	19
Riverside - San Bernardino	367.0	20
Seattle	365.6	21
Miami - Hialeah	365.3	22
Phoenix	363.5	23
Cleveland	358.0	24
Denver	346.9	25
San Francisco	339.5	26
Tampa - St. Petersburg - Clearwater	322.9	27
San Jose	313.2	28
Kansas City	308.7	29
Bergen - Passaic	272.3	30
Cincinnati	269.2	31
Milwaukee	265.2	32
Sacramento	260.7	33
Columbus, Ohio	255.7	34
Fort Worth - Arlington	254.2	35
Norfolk - Virginia Beach - Newport News	253.2	36
New Orleans	253.1	37
indianapolis	242.1	38
San Antonio	233.7	39
Portland, Ore.	225.3	40
Charlotte - Gastonia - Rock Hill	222.1	41
Hartford - New Britain - Middletown - Bristol	220.8	42
Middlesex - Somerset - Hunterdon	206.1	43
Fort Lauderdale - Hollywood - Pompano Beach	205.9	44
Oklahoma City	196.4	45
Rochester, N.Y.	192.5	46
Greensboro - Winston-Salem - High Point	191.7	47
Nashville	191.6	48
Dayton - Springfield	190.2	49
Louisville	189.0	50
Total Top 50	**21,968.3**	
Monmouth - Ocean	187.5	51
Bridgeport - Stamford - Norwalk - Danbury	183.2	52
Salt Lake City - Ogden	182.8	53
Buffalo	182.2	54
Orlando	179.1	55
Memphis	178.5	56
Birmingham	174.7	57
Jacksonville, Fla.	166.6	58
Richmond - Petersburg	166.5	59
Honolulu	163.3	60
Providence - Pawtucket - Woonsocket	160.1	61
Albany - Schenectady - Troy	157.2	62
Tulsa	153.0	63
New Haven - Waterbury - Meriden	145.7	64
Austin	132.6	65
Oxnard - Ventura	132.5	66
Scranton - Wilkes-Barre	131.6	67
Allentown - Bethlehem	128.1	68
Raleigh - Durham	127.7	69
Greenville - Spartanburg	126.3	70
West Palm Beach - Boca Raton - Delray Beach	126.3	70
Las Vegas	126.0	72
Akron	123.2	73
Gary - Hammond	122.5	74
Worcester - Fitchburg - Leominster	121.2	75
Syracuse	121.1	76
Knoxville	120.9	77
Omaha	119.3	78
Grand Rapids	118.7	79
Harrisburg - Lebanon - Carlisle	113.8	80
Tucson	111.7	81
Wilmington, Del.	110.1	82
Fresno	108.2	83
Toledo	108.2	83
Jersey City	107.3	85
Springfield, Mass.	103.4	86
El Paso	102.5	87
Lake County, Ill.	102.5	87
Baton Rouge	102.4	89
Tacoma	102.0	90
Little Rock - North Little Rock	98.2	91
Youngstown - Warren	96.9	92
Johnson City - Kingsport - Bristol	95.9	93
Albuquerque	94.0	94
Charleston, S.C.	92.9	95
Bakersfield	92.5	96
New Bedford - Fall River - Attleboro	91.3	97
Flint	88.5	98
Chattanooga	87.8	99
Mobile	87.7	100
Total Top 100	**28,324.5**	
Wichita	87.4	101
Columbia, S.C.	86.8	102
York	80.0	103
Saginaw - Bay City - Midland	79.7	104
Stockton	79.0	105
Canton	78.5	106
Lansing - East Lansing	78.2	107
Joliet	77.3	108
Augusta	76.2	109
Vallejo - Fairfield - Napa	76.2	109
Melbourne - Titusville - Palm Bay	75.7	111
Beaumont - Port Arthur	75.3	112
Des Moines	75.0	113
Lancaster	74.6	114
Colorado Springs	74.5	115
Jackson, Miss.	73.9	116
Davenport - Rock Island - Moline	73.3	117
Lakeland - Winter Haven	71.2	118
Aurora - Elgin	70.1	119
Shreveport	69.2	120
Pensacola	69.1	121
Peoria	69.0	122
Santa Rosa - Petaluma	67.8	123
Fort Wayne	67.3	124
Corpus Christi	67.1	125
Huntington - Ashland	66.7	126
Spokane	65.5	127
Santa Barbara - Santa Maria - Lompoc	64.3	128
Lexington-Fayette	63.9	129
Portsmouth - Dover - Rochester	63.7	130
Trenton	63.7	130
Manchester - Nashua	62.9	132
Reading	62.4	133
Madison	62.3	134
Modesto	59.7	135
Salinas - Seaside - Monterey	59.7	135
Montgomery	58.6	137
McAllen - Edinburg - Mission	58.5	138
Utica - Rome	58.4	139
Orange County, N.Y.	58.2	140
Appleton - Oshkosh - Neenah	56.8	141
Macon - Warner Robins	56.7	142
Poughkeepsie	56.4	143
Rockford	56.2	144
Anchorage	54.4	145
Hamilton - Middletown	54.2	146
Evansville	53.6	147
Visalia - Tulare - Porterville	53.6	147
Lorain - Elyria	53.1	149
Charleston, W.Va.	52.7	150
Total Top 150	**31,673.1**	
Atlantic City	52.5	151
Binghamton	51.7	152
Daytona Beach	51.3	153
Huntsville	51.3	153
Erie	49.8	155
Eugene - Springfield	49.5	156
Reno	48.9	157
Salem, Ore.	48.5	158
Ann Arbor	48.4	159
Hickory	48.1	160
Fayetteville, N.C.	47.9	161
New London - Norwich	47.7	162
Roanoke	45.8	163
Fort Myers - Cape Coral	45.0	164
Columbus, Ga.	44.4	165
Boulder - Longmont	44.2	166
Johnstown	44.1	167
Brazoria	43.6	168
Galveston - Texas City	43.6	168
Savannah	43.5	170
Portland, Me.	43.0	171
Duluth	42.9	172
Springfield, Mo.	42.9	172
Vancouver	42.7	174
Brownsville - Harlingen	42.2	175
South Bend - Mishawaka	42.1	176
Kalamazoo	40.7	177
Niagara Falls	40.2	178
Lafayette, La.	40.1	179
Santa Cruz	40.0	180
Boise	39.9	181
Killeen - Temple	39.9	181
Lubbock	38.6	183
Tallahassee	38.4	184
Amarillo	38.2	185
Biloxi - Gulfport	37.6	186
Beaver County, Pa.	37.3	187
Sarasota	37.1	188
Springfield, Ill.	36.9	189
Houma - Thibodaux	35.6	190
Lincoln	35.6	190
Fort Smith	35.3	192
Asheville	34.3	193
Green Bay	34.3	193
Fort Pierce	34.0	195
Racine	33.9	196
Yakima	33.9	196
Bremerton	33.8	198
Lake Charles	33.8	198
Cedar Rapids	33.6	200
Total Top 200	**33,761.7**	
Fort Collins - Loveland	33.3	201
Provo - Orem	33.3	201
Gainesville	33.1	203
Waco	32.5	204
Fort Walton Beach	32.3	205
Longview - Marshall	32.3	205
Parkersburg - Marietta	31.7	207
Wheeling	31.5	208
Benton Harbor	31.4	209
Ocala	30.8	210
Merced	30.7	211
Anderson, S.C.	30.5	212
Topeka	30.3	213
St. Cloud	29.9	214
Lynchburg	29.7	215
Olympia	29.7	215
Tyler	29.6	217
Steubenville - Weirton	29.1	218
Elkhart - Goshen	29.0	219
Jackson, Mich.	28.9	220
Muskegon	28.5	221
Florence, Ala.	28.4	222
Richland - Kennewick - Pasco	28.3	223
Redding	28.2	224
Lima	28.1	225
Clarksville - Hopkinsville	27.9	226
Medford	27.6	227
Chico	27.4	228
Janesville - Beloit	27.3	229
Alexandria, La	27.2	230
Pascagoula	27.0	231
Bradenton	26.9	232
Waterloo - Cedar Falls	26.9	232
Champaign - Urbana - Rantoul	26.7	234
Vineland - Millville - Bridgeton	26.6	235
Mansfield	26.5	236
Battle Creek	26.4	237
Anderson, Ind.	26.3	238
Monroe	26.2	239
Odessa	26.1	240
Pittsfield	25.9	241
Bangor	25.8	242
Greeley	25.8	242
Athens	25.5	244
Joplin	25.5	244
Tuscaloosa	25.5	244
Burlington, Vt.	25.1	247
Dothan	25.0	248
Fargo - Moorhead	24.8	249
Panama City	24.5	250
Total Top 250	**35,179.2**	
Altoona	24.4	251
Decatur	24.4	251
Billings	24.0	253
Wichita Falls	23.7	254
Florence, S.C.	23.6	255
Kenosha	23.5	256
Santa Fe	23.5	256
Eau Claire	23.2	258
Muncie	23.2	258
Sharon	23.1	260
Pueblo	22.9	261
Anniston	22.8	262
Wilmington, N.C.	22.8	262
Hagerstown	22.7	264
Midland, Tex.	22.6	265
Charlottesville	22.5	266
Terre Haute	22.5	266
Yuba City	22.3	268
Abilene	22.2	269
Sioux Falls	22.2	269
Texarkana	22.2	269
Albany, Ga.	22.0	272
Kokomo	22.0	272
Williamsport	21.9	274
Glens Falls	21.8	275
Danville, Va.	21.7	276
Las Cruces	21.6	277
Wausau	21.6	277
Burlington, N.C.	21.4	279
Naples	21.4	279
Bloomington - Normal	21.0	281
Lawton	20.4	282
Rochester, Minn.	20.3	283
Bellingham	20.1	284
Sioux City	20.0	285
Cumberland	19.9	286
Laredo	19.9	286
Fayetteville - Springdale	19.6	288
Gadsden	19.6	288
Lafayette - West Lafayette	19.3	290
Kankakee	18.9	291
State College	18.9	291
Jacksonville, N.C.	18.7	293
Sheboygan	18.6	294
Sherman - Denison	18.5	295
Lewiston - Auburn	18.4	296
Columbia, Mo.	17.6	297
San Angelo	17.6	297
Elmira	17.0	299
Owensboro	17.0	299
Bismarck	16.8	301
Bryan - College Station	16.8	301
Great Falls	16.3	303
Bloomington, Ind.	16.0	304
Dubuque	15.8	305
La Crosse	15.7	306
Pine Bluff	15.4	307
St. Joseph	14.9	308
Victoria	14.9	308
Cheyenne	14.4	310
Rapid City	13.9	311
Casper	13.8	312
Jackson, Tenn.	13.8	312
Iowa City	13.4	314
Enid	12.1	315
Lawrence, Kans.	10.8	316
Grand Forks	10.6	317
Total Above Areas	**36,485.6**	
Percent of U.S.	**77.7790**	
U.S. Total	**46,909.3**	

CHILDREN UNDER 6 YEARS OLD

Area	(Thous.)	Rank
Los Angeles - Long Beach	758.4	1
New York	681.8	2
Chicago	549.6	3
Detroit	389.6	4
Philadelphia	388.9	5
Houston	336.2	6
Washington	279.9	7
Boston - Lawrence - Salem - Lowell - Brockton	263.7	8
Atlanta	230.1	9
Dallas	228.9	10
St. Louis	222.0	11
Minneapolis - St. Paul	210.4	12
Nassau - Suffolk	203.1	13
Riverside - San Bernardino	200.3	14
San Diego	189.0	15
Baltimore	181.1	16
Anaheim - Santa Ana	180.2	17
Phoenix	177.2	18
Salt Lake City - Ogden	159.1	19
Oakland	157.1	20
Pittsburgh	152.9	21
Cleveland	152.6	22
Newark	149.9	23
Denver	149.8	24
Seattle	140.6	25
Kansas City	139.6	26
New Orleans	137.5	27
Cincinnati	133.6	28
San Antonio	130.4	29
Miami - Hialeah	128.0	30
Milwaukee	124.8	31
Tampa - St. Petersburg - Clearwater	123.2	32
Norfolk - Virginia Beach - Newport News	121.6	33
San Jose	119.6	34
Columbus, Ohio	117.6	35
Fort Worth - Arlington	114.6	36
Sacramento	113.5	37
Indianapolis	113.2	38
Portland, Ore.	103.0	39
San Francisco	99.0	40
Oklahoma City	96.2	41
Memphis	94.5	42
Bergen - Passaic	90.7	43
Charlotte - Gastonia - Rock Hill	90.5	44
Louisville	89.4	45
Birmingham	84.7	46
Dayton - Springfield	82.0	47
Rochester, N.Y.	81.5	48
Nashville	81.4	49
Honolulu	80.5	50
Total Top 50	**9,423.0**	
Hartford - New Britain - Middletown - Bristol	79.5	51
Jacksonville, Fla.	77.8	52
Monmouth - Ocean	76.8	53
Buffalo	74.1	54
Orlando	72.9	55
Tulsa	71.8	56
Greensboro - Winston-Salem - High Point	71.5	57
Fort Lauderdale - Hollywood - Pompano Beach	70.4	58
Middlesex - Somerset - Hunterdon	68.6	59
Gary - Hammond	67.0	60
Austin	66.9	61
Richmond - Petersburg	66.7	62
Albany - Schenectady - Troy	66.2	63
Providence - Pawtucket - Woonsocket	66.1	64
El Paso	65.9	65
Grand Rapids	64.8	66
Oxnard - Ventura	62.4	67
Omaha	61.5	68
Fresno	60.7	69
Baton Rouge	60.0	70
Bridgeport - Stamford - Norwalk - Danbury	59.5	71
Toledo	57.5	72
New Haven - Waterbury - Meriden	57.4	73
Syracuse	56.3	74
Akron	55.3	75
Bakersfield	54.8	76
Tucson	54.6	77
Worcester - Fitchburg - Leominster	53.3	78
Scranton - Wilkes-Barre	53.1	79
Tacoma	52.7	80
Greenville - Spartanburg	52.5	81
Little Rock - North Little Rock	50.7	82
Charleston, S.C.	50.2	83
Las Vegas	50.1	84
Raleigh - Durham	49.6	85
Allentown - Bethlehem	49.5	86
Mobile	49.1	87
West Palm Beach - Boca Raton - Delray Beach	48.5	88
McAllen - Edinburg - Mission	48.3	89
Knoxville	47.4	90
Wichita	46.8	91
Wilmington, Del.	46.4	92
Jersey City	46.2	93
Harrisburg - Lebanon - Carlisle	45.9	94
Provo - Orem	45.7	95
Albuquerque	45.2	96
Lake County, Ill.	45.2	96
Youngstown - Warren	44.7	98
Flint	43.9	99
Springfield, Mass.	43.8	100
Total Top 100	**12,298.8**	
Jackson, Miss.	42.3	101
Corpus Christi	42.0	102
Joliet	41.8	103
Stockton	41.1	104
New Bedford - Fall River - Attleboro	40.7	105
Saginaw - Bay City - Midland	40.3	106
Columbia, S.C.	39.4	107
Lansing - East Lansing	39.4	107
Beaumont - Port Arthur	39.1	109
Chattanooga	38.7	110
Shreveport	38.6	111
Augusta	38.4	112
Davenport - Rock Island - Moline	38.3	113
Aurora - Elgin	37.3	114
Vallejo - Fairfield - Napa	36.9	115
Fort Wayne	36.2	116
Colorado Springs	36.0	117
Peoria	36.0	117
Canton	35.9	119
Johnson City - Kingsport - Bristol	35.8	120
Lancaster	35.8	120
Des Moines	35.2	122
Salinas - Seaside - Monterey	34.9	123
Spokane	33.5	124
Brownsville - Harlingen	33.1	125
Visalia - Tulare - Porterville	32.9	126
York	32.4	127
Modesto	31.8	128
Pensacola	31.7	129
Huntington - Ashland	31.1	130
Lakeland - Winter Haven	30.7	131
Lexington-Fayette	30.2	132
Fayetteville, N.C.	30.0	133
Appleton - Oshkosh - Neenah	29.2	134
Montgomery	29.1	135
Santa Rosa - Petaluma	28.9	136
Killeen - Temple	28.1	137
Lorain - Elyria	27.8	138
Anchorage	27.4	139
Manchester - Nashua	27.3	140
Macon - Warner Robins	27.2	141
Portsmouth - Dover - Rochester	27.0	142
Madison	26.8	143
Utica - Rome	26.5	144
Orange County, N.Y.	26.2	145
Rockford	26.2	145
Erie	25.9	147
Evansville	25.9	147
Santa Barbara - Santa Maria - Lompoc	25.8	149
Hamilton - Middletown	25.5	150
Total Top 150	**13,957.1**	
Salem, Ore.	25.3	151
Melbourne - Titusville - Palm Bay	24.4	152
Charleston, W.Va.	24.2	153
Columbus, Ga.	24.2	153
Reading	24.2	153
Eugene - Springfield	24.1	156
Savannah	24.0	157
Lafayette, La.	23.6	158
Trenton	23.5	159
Lubbock	22.9	160
Atlantic City	22.8	161
Duluth	22.7	162
Brazoria	22.5	163
Houma - Thibodaux	22.4	164
Johnstown	22.3	165
Vancouver	22.2	166
Boise	21.8	167
Ann Arbor	21.7	168
Galveston - Texas City	21.6	169
Binghamton	21.2	170
South Bend - Mishawaka	21.1	171
Biloxi - Gulfport	20.8	172
Amarillo	20.7	173
New London - Norwich	20.7	173
Poughkeepsie	20.0	175
Daytona Beach	19.8	176
Springfield, Mo.	19.8	176
Merced	19.7	178
Tallahassee	19.5	179
Huntsville	19.4	180
St. Cloud	19.2	181
Yakima	19.2	181
Hickory	18.7	183
Kalamazoo	18.6	184
Lake Charles	18.6	184
Fort Myers - Cape Coral	18.5	186
Niagara Falls	18.3	187
Green Bay	18.2	188
Portland, Me.	18.1	189
Santa Cruz	17.9	190
Lincoln	17.8	191
Springfield, Ill.	17.7	192
Fort Smith	17.5	193
Waco	17.4	194
Longview - Marshall	17.2	195
Clarksville - Hopkinsville	17.1	196
Racine	16.9	197
Boulder - Longmont	16.7	198
Reno	16.7	198
Roanoke	16.7	198
Total Top 200	**14,977.2**	
Bremerton	16.5	201
Richland - Kennewick - Pasco	16.4	202
Gainesville	16.3	203
Lima	16.0	204
Monroe	16.0	204
Benton Harbor	15.9	206
Cedar Rapids	15.9	206
Laredo	15.9	206
Odessa	15.7	209
Beaver County, Pa.	15.6	210
Fort Collins - Loveland	15.6	210
Fort Pierce	15.6	210
Muskegon	15.5	213
Alexandria, La.	15.1	214
Waterloo - Cedar Falls	15.1	214
Elkhart - Goshen	15.0	216
Tyler	14.9	217
Wheeling	14.7	218
Parkersburg - Marietta	14.6	219
Topeka	14.5	220
Pascagoula	14.3	221
Greeley	14.0	222
Fargo - Moorhead	13.9	223
Jacksonville, N.C.	13.9	223
Olympia	13.9	223
Champaign - Urbana - Rantoul	13.7	226
Fort Walton Beach	13.6	227
Dothan	13.5	228
Albany, Ga.	13.4	229
Janesville - Beloit	13.4	229
Anderson, S.C.	13.3	231
Jackson, Mich.	13.3	231
Chico	13.1	233
Lawton	13.1	233
Ocala	13.1	233
Las Cruces	13.0	236
Steubenville - Weirton	13.0	236
Tuscaloosa	13.0	236
Asheville	12.7	239
Billings	12.6	240
Florence, S.C.	12.6	240
Abilene	12.5	242
Battle Creek	12.5	242
Eau Claire	12.5	242
Medford	12.5	242
Midland, Tex.	12.5	242
Vineland - Millville - Bridgeton	12.5	242
Decatur	12.4	248
Sioux City	12.3	249
Sioux Falls	12.3	249
Total Top 250	**15,680.4**	
Mansfield	12.2	251
Redding	12.2	251
Athens	12.1	253
Texarkana	12.1	253
Anderson, Ind.	12.0	255
Florence, Ala.	12.0	255
Wichita Falls	12.0	255
Lynchburg	11.9	258
Bangor	11.8	259
Joplin	11.8	259
Pueblo	11.8	259
Sarasota	11.7	262
Wausau	11.7	262
Altoona	11.6	264
Yuba City	11.6	264
Bradenton	11.4	266
Anniston	11.3	267
Terre Haute	11.1	268
Panama City	11.0	269
Kenosha	10.9	270
Bloomington - Normal	10.7	271
Burlington, Vt.	10.5	272
Bellingham	10.4	273
Kankakee	10.4	273
Bryan - College Station	10.3	275
Pittsfield	10.3	275
Muncie	10.1	277
Williamsport	10.1	277
Bismarck	10.0	279
Glens Falls	10.0	279
Kokomo	10.0	279
Sharon	10.0	279
Santa Fe	9.8	283
Sheboygan	9.7	284
Lafayette - West Lafayette	9.6	285
Rochester, Minn.	9.4	286
Wilmington, N.C.	9.4	286
Gadsden	9.3	288
Pine Bluff	9.2	289
San Angelo	9.2	289
Charlottesville	9.1	291
Fayetteville - Springdale	9.1	291
Lewiston - Auburn	9.1	291
Dubuque	9.0	294
Danville, Va.	8.9	295
Victoria	8.9	295
Naples	8.7	297
Owensboro	8.6	298
Rapid City	8.6	298
Columbia, Mo.	8.5	300
Hagerstown	8.3	301
Sherman - Denison	8.3	301
Casper	8.1	303
Elmira	8.1	303
Cumberland	8.0	305
Great Falls	8.0	305
La Crosse	7.9	307
Grand Forks	7.8	308
St. Joseph	7.8	308
Cheyenne	7.5	310
State College	7.5	310
Jackson, Tenn.	7.3	312
Burlington, N.C.	7.2	313
Bloomington, Ind.	7.1	314
Enid	6.7	315
Iowa City	6.7	315
Lawrence, Kans.	5.4	317
Total Above Areas	**16,329.2**	
Percent of U.S.	**75.0147**	
U.S. Total	**21,768.0**	

CHILDREN 6 TO 17 YEARS OLD

Area	(Thous.)	Rank
Los Angeles - Long Beach	1,313.1	1
New York	1,274.5	2
Chicago	1,038.1	3
Philadelphia	808.0	4
Detroit	796.7	5
Boston - Lawrence - Salem - Lowell - Brockton	602.1	6
Washington	597.7	7
Houston	573.7	8
Nassau - Suffolk	489.5	9
Atlanta	456.9	10
St. Louis	424.3	11
Dallas	415.7	12
Minneapolis - St. Paul	397.4	13
Baltimore	387.1	14
Anaheim - Santa Ana	359.1	15
Riverside - San Bernardino	337.6	16
San Diego	331.8	17
Pittsburgh	330.1	18
Newark	325.4	19
Phoenix	316.6	20
Cleveland	306.8	21
Oakland	302.2	22
Denver	274.2	23
Seattle	269.1	24
Tampa - St. Petersburg - Clearwater	263.5	25
Miami - Hialeah	259.1	26
Kansas City	256.6	27
Cincinnati	248.1	28
New Orleans	242.2	29
Milwaukee	237.5	30
San Antonio	237.1	31
San Jose	235.2	32
Norfolk - Virginia Beach - Newport News	219.7	33
Columbus, Ohio	217.8	34
Indianapolis	217.6	35
Fort Worth - Arlington	210.5	36
Sacramento	205.3	37
Bergen - Passaic	203.6	38
Salt Lake City - Ogden	200.9	39
San Francisco	192.8	40
Charlotte - Gastonia - Rock Hill	188.5	41
Hartford - New Britain - Middletown - Bristol	179.4	42
Portland, Ore.	178.6	43
Memphis	174.6	44
Rochester, N.Y.	171.0	45
Louisville	167.8	46
Oklahoma City	162.6	47
Monmouth - Ocean	162.5	48
Buffalo	162.3	49
Dayton - Springfield	160.9	50
Total Top 50	**18,083.4**	
Middlesex - Somerset - Hunterdon	158.3	51
Nashville	155.4	52
Greensboro - Winston-Salem - High Point	153.8	53
Birmingham	153.5	54
Orlando	151.2	55
Fort Lauderdale - Hollywood - Pompano Beach	150.1	56
Jacksonville, Fla.	148.8	57
Bridgeport - Stamford - Norwalk - Danbury	141.8	58
Providence - Pawtucket - Woonsocket	141.8	58
Albany - Schenectady - Troy	140.5	60
Richmond - Petersburg	135.5	61
Honolulu	135.4	62
Tulsa	125.0	63
New Haven - Waterbury - Meriden	123.5	64
Gary - Hammond	118.1	65
El Paso	116.4	66
Oxnard - Ventura	115.1	67
Austin	114.7	68
Grand Rapids	114.2	69
Syracuse	114.2	69
Scranton - Wilkes-Barre	112.1	71
Worcester - Fitchburg - Leominster	112.0	72
Omaha	110.7	73
Akron	109.7	74
Greenville - Spartanburg	105.5	75
Toledo	104.7	76
Allentown - Bethlehem	103.5	77
Baton Rouge	102.9	78
Fresno	101.6	79
Raleigh - Durham	100.3	80
West Palm Beach - Boca Raton - Delray Beach	97.8	81
Tucson	97.5	82
Knoxville	96.6	83
Wilmington, Del.	95.5	84
Springfield, Mass.	94.8	85
Harrisburg - Lebanon - Carlisle	94.4	86
Las Vegas	93.6	87
Charleston, S.C.	90.3	88
Little Rock - North Little Rock	88.0	89
Tacoma	87.6	90
Youngstown - Warren	87.4	91
Lake County, Ill.	87.3	92
Mobile	87.1	93
Bakersfield	86.8	94
Flint	86.6	95
Jersey City	86.2	96
New Bedford - Fall River - Attleboro	85.1	97
McAllen - Edinburg - Mission	84.4	98
Albuquerque	81.8	99
Saginaw - Bay City - Midland	79.8	100
Total Top 100	**23,642.1**	
Columbia, S.C.	76.9	101
Johnson City - Kingsport - Bristol	76.0	102
Wichita	74.8	103
Jackson, Miss.	74.2	104
Chattanooga	73.9	105
Joliet	73.6	106
Lansing - East Lansing	73.4	107
Stockton	72.4	108
Corpus Christi	71.9	109
Augusta	70.6	110
Canton	70.3	111
Beaumont - Port Arthur	69.1	112
York	68.1	113
Davenport - Rock Island - Moline	66.8	114
Shreveport	66.4	115
Lancaster	65.1	116
Aurora - Elgin	64.9	117
Des Moines	64.6	118
Vallejo - Fairfield - Napa	64.5	119
Fort Wayne	64.3	120
Colorado Springs	63.4	121
Lakeland - Winter Haven	62.2	122
Peoria	62.0	123
Pensacola	60.7	124
Spokane	58.6	125
Huntington - Ashland	58.3	126
Melbourne - Titusville - Palm Bay	57.4	127
Brownsville - Harlingen	57.0	128
Manchester - Nashua	56.4	129
Utica - Rome	56.0	130
Appleton - Oshkosh - Neenah	55.2	131
Montgomery	55.2	131
Portsmouth - Dover - Rochester	54.8	133
Visalia - Tulare - Porterville	54.8	133
Modesto	54.3	135
Santa Rosa - Petaluma	53.7	136
Salinas - Seaside - Monterey	53.6	137
Lexington-Fayette	53.2	138
Lorain - Elyria	52.6	139
Orange County, N.Y.	52.4	140
Macon - Warner Robins	52.2	141
Madison	51.6	142
Rockford	51.5	143
Trenton	50.5	144
Reading	50.1	145
Santa Barbara - Santa Maria - Lompoc	49.4	146
Erie	49.2	147
Atlantic City	47.9	148
Hamilton - Middletown	47.1	149
Evansville	46.7	150
Total Top 150	**26,671.9**	
Fayetteville, N.C.	46.4	151
Provo - Orem	46.2	152
Binghamton	45.7	153
Poughkeepsie	45.2	154
Columbus, Ga.	43.8	155
Johnstown	42.8	156
Salem, Ore.	42.5	157
Charleston, W.Va.	42.3	158
Daytona Beach	42.3	158
Anchorage	42.1	160
Savannah	42.0	161
Huntsville	41.2	162
Lafayette, La.	41.2	162
New London - Norwich	41.2	162
Eugene - Springfield	41.1	165
Duluth	40.4	166
Houma - Thibodaux	39.3	167
South Bend - Mishawaka	39.3	167
Vancouver	39.0	169
Hickory	38.8	170
Ann Arbor	38.5	171
Galveston - Texas City	38.4	172
Killeen - Temple	37.7	173
Portland, Me.	37.5	174
Biloxi - Gulfport	37.3	175
Niagara Falls	37.3	175
Fort Myers - Cape Coral	37.0	177
Brazoria	36.9	178
Lubbock	36.4	179
Roanoke	36.2	180
Green Bay	35.3	181
Springfield, Mo.	35.3	181
Kalamazoo	35.0	183
Tallahassee	35.0	183
Boise	34.5	185
St. Cloud	33.9	186
Yakima	33.0	187
Lake Charles	32.9	188
Boulder - Longmont	32.7	189
Racine	32.3	190
Amarillo	32.2	191
Reno	32.2	191
Fort Smith	32.1	193
Beaver County, Pa.	31.8	194
Springfield, Ill.	31.7	195
Merced	31.0	196
Santa Cruz	31.0	196
Benton Harbor	30.9	198
Cedar Rapids	29.8	199
Fort Pierce	29.7	200
Total Top 200	**28,540.2**	
Waco	29.5	201
Longview - Marshall	29.4	202
Lincoln	29.2	203
Muskegon	29.0	204
Wheeling	28.7	205
Gainesville	28.5	206
Laredo	28.4	207
Lima	28.3	208
Bremerton	28.2	209
Ocala	28.1	210
Parkersburg - Marietta	27.5	211
Sarasota	27.5	211
Fort Collins - Loveland	27.2	213
Monroe	27.2	213
Asheville	27.1	215
Tyler	26.8	216
Alexandria, La.	26.7	217
Elkhart - Goshen	26.7	217
Pascagoula	26.4	219
Clarksville - Hopkinsville	25.9	220
Fort Walton Beach	25.9	220
Steubenville - Weirton	25.9	220
Vineland - Millville - Bridgeton	25.9	220
Jackson, Mich.	25.8	224
Topeka	25.8	224
Olympia	25.6	226
Richland - Kennewick - Pasco	25.6	226
Anderson, S.C.	25.5	228
Janesville - Beloit	25.5	228
Waterloo - Cedar Falls	25.4	230
Florence, Ala.	24.8	231
Lynchburg	24.3	232
Albany, Ga.	24.0	233
Eau Claire	24.0	233
Odessa	24.0	233
Battle Creek	23.9	236
Anderson, Ind.	23.8	237
Bangor	23.7	238
Greeley	23.7	238
Dothan	23.5	240
Tuscaloosa	23.4	241
Chico	23.2	242
Redding	23.2	242
Medford	23.1	244
Florence, S.C.	23.0	245
Las Cruces	23.0	245
Pittsfield	23.0	245
Mansfield	22.9	248
Bradenton	22.5	249
Altoona	22.4	250
Total Top 250	**29,822.8**	
Champaign - Urbana - Rantoul	22.3	251
Burlington, Vt.	22.2	252
Fargo - Moorhead	22.2	252
Joplin	22.1	254
Athens	22.0	255
Pueblo	22.0	255
Glens Falls	21.9	257
Decatur	21.7	258
Kenosha	21.7	258
Texarkana	21.6	260
Anniston	21.2	261
Wausau	21.2	261
Panama City	21.1	263
Sharon	20.9	264
Sioux Falls	20.8	265
Billings	20.7	266
Muncie	20.5	267
Lawton	20.4	268
Terre Haute	20.2	269
Wilmington, N.C.	19.8	270
Yuba City	19.8	270
Sioux City	19.7	272
Williamsport	19.7	272
Midland, Tex.	19.6	274
Wichita Falls	19.5	275
Abilene	19.4	276
Santa Fe	19.4	276
Kokomo	19.3	278
Danville, Va.	18.9	279
Kankakee	18.9	279
Hagerstown	18.7	281
Jacksonville, N.C.	18.2	282
Bellingham	18.0	283
Gadsden	18.0	283
Dubuque	17.9	285
Lewiston - Auburn	17.9	285
Bloomington - Normal	17.8	287
Sheboygan	17.7	288
Charlottesville	17.4	289
Burlington, N.C.	17.3	290
Naples	17.2	291
Rochester, Minn.	17.1	292
Cumberland	17.0	293
Lafayette - West Lafayette	16.8	294
Fayetteville - Springdale	16.5	295
Pine Bluff	16.5	295
Bismarck	16.3	297
Elmira	16.2	298
Owensboro	15.9	299
Bryan - College Station	15.7	300
San Angelo	15.7	300
State College	15.5	302
Sherman - Denison	15.3	303
La Crosse	14.7	304
Victoria	14.6	305
Columbia, Mo.	14.4	306
St. Joseph	13.7	307
Great Falls	13.6	308
Jackson, Tenn.	13.2	309
Rapid City	13.0	310
Bloomington, Ind.	12.6	311
Cheyenne	12.5	312
Casper	12.0	313
Iowa City	10.6	314
Grand Forks	10.5	315
Enid	10.0	316
Lawrence, Kans.	8.6	317
Total Above Areas	**31,008.1**	
Percent of U.S.	**75.6568**	
U.S. Total	**40,985.2**	

HOUSEHOLDS

Area	(Thous.)	Rank
New York	3,405.4	1
Los Angeles - Long Beach	3,046.0	2
Chicago	2,257.6	3
Philadelphia	1,773.3	4
Detroit	1,590.8	5
Boston - Lawrence - Salem - Lowell - Brockton	1,389.3	6
Washington	1,317.4	7
Houston	1,179.4	8
Atlanta	938.7	9
Dallas	890.6	10
St. Louis	889.6	11
Minneapolis - St. Paul	875.9	12
Nassau - Suffolk	865.5	13
Baltimore	836.6	14
Pittsburgh	835.5	15
San Diego	808.8	16
Tampa - St. Petersburg - Clearwater	807.2	17
Anaheim - Santa Ana	773.8	18
Oakland	753.0	19
Phoenix	749.0	20
Riverside - San Bernardino	724.4	21
Cleveland	712.3	22
Seattle	705.3	23
Newark	687.7	24
Miami - Hialeah	672.1	25
San Francisco	668.1	26
Denver	664.1	27
Kansas City	574.1	28
Cincinnati	529.9	29
Milwaukee	527.8	30
Sacramento	508.4	31
Columbus, Ohio	496.1	32
Fort Lauderdale - Hollywood - Pompano Beach	496.1	32
New Orleans	493.8	34
San Jose	493.7	35
Bergen - Passaic	482.4	36
Portland, Ore.	456.5	37
Fort Worth - Arlington	451.7	38
Indianapolis	451.0	39
Norfolk - Virginia Beach - Newport News	444.6	40
San Antonio	422.8	41
Hartford - New Britain - Middletown - Bristol	404.4	42
Charlotte - Gastonia - Rock Hill	398.6	43
Oklahoma City	380.1	44
Rochester, N.Y.	364.9	45
Monmouth - Ocean	360.5	46
Buffalo	360.1	47
Louisville	357.1	48
Dayton - Springfield	356.3	49
Nashville	348.7	50
Total Top 50	**40,977.0**	
Birmingham	347.9	51
Greensboro - Winston-Salem - High Point	346.6	52
Memphis	342.4	53
Salt Lake City - Ogden	340.0	54
Orlando	339.8	55
Middlesex - Somerset - Hunterdon	332.5	56
Providence - Pawtucket - Woonsocket	328.7	57
West Palm Beach - Boca Raton - Delray Beach	324.8	58
Jacksonville, Fla.	320.9	59
Albany - Schenectady - Troy	320.0	60
Bridgeport - Stamford - Norwalk - Danbury	296.4	61
Richmond - Petersburg	294.4	62
Tulsa	287.0	63
New Haven - Waterbury - Meriden	284.1	64
Austin	279.7	65
Scranton - Wilkes-Barre	278.7	66
Honolulu	258.5	67
Allentown - Bethlehem	253.0	68
Raleigh - Durham	245.6	69
Tucson	244.7	70
Worcester - Fitchburg - Leominster	242.9	71
Akron	242.4	72
Syracuse	235.7	73
Grand Rapids	231.8	74
Knoxville	231.1	75
Omaha	230.3	76
Toledo	230.3	76
Greenville - Spartanburg	229.8	78
Las Vegas	228.7	79
Harrisburg - Lebanon - Carlisle	222.8	80
Gary - Hammond	217.9	81
Springfield, Mass.	216.0	82
Jersey City	214.9	83
Fresno	210.8	84
Oxnard - Ventura	204.7	85
Tacoma	203.6	86
Wilmington, Del.	195.8	87
Baton Rouge	192.4	88
Youngstown - Warren	191.9	89
Little Rock - North Little Rock	185.7	90
Albuquerque	181.7	91
New Bedford - Fall River - Attleboro	180.2	92
Wichita	180.0	93
Bakersfield	176.0	94
Mobile	170.4	95
Charleston, S.C.	169.5	96
Johnson City - Kingsport - Bristol	167.7	97
El Paso	165.9	98
Chattanooga	161.9	99
Columbia, S.C.	160.9	100
Total Top 100	**53,116.4**	
Flint	159.6	101
Lake County, Ill.	158.0	102
Stockton	156.0	103
Des Moines	153.4	104
Lansing - East Lansing	152.1	105
York	149.1	106
Canton	147.7	107
Davenport - Rock Island - Moline	146.2	108
Melbourne - Titusville - Palm Bay	144.9	109
Saginaw - Bay City - Midland	144.3	110
Jackson, Miss.	143.0	111
Spokane	140.9	112
Beaumont - Port Arthur	140.7	113
Lancaster	140.7	113
Lakeland - Winter Haven	139.5	115
Colorado Springs	138.7	116
Augusta	138.3	117
Vallejo - Fairfield - Napa	138.1	118
Daytona Beach	137.7	119
Santa Rosa - Petaluma	137.7	119
Shreveport	135.9	121
Madison	135.8	122
Peoria	135.2	123
Fort Wayne	128.7	124
Santa Barbara - Santa Maria - Lompoc	127.6	125
Pensacola	125.4	126
Reading	125.4	126
Huntington - Ashland	125.2	128
Joliet	125.2	128
Lexington-Fayette	125.2	128
Aurora - Elgin	123.0	131
Atlantic City	120.5	132
Corpus Christi	120.1	133
Fort Myers - Cape Coral	117.8	134
Utica - Rome	116.0	135
Manchester - Nashua	115.4	136
Portsmouth - Dover - Rochester	115.1	137
Trenton	115.1	137
Sarasota	114.7	139
Appleton - Oshkosh - Neenah	112.0	140
Salinas - Seaside - Monterey	111.1	141
Modesto	110.5	142
Evansville	108.1	143
Montgomery	107.9	144
Charleston, W.Va.	106.0	145
Rockford	105.7	146
Eugene - Springfield	104.3	147
Erie	102.7	148
Macon - Warner Robins	100.1	149
Binghamton	98.9	150
Total Top 150	**59,537.6**	
Ann Arbor	98.6	151
McAllen - Edinburg - Mission	98.5	152
Hamilton - Middletown	97.3	153
Salem, Ore.	97.2	154
Duluth	96.2	155
Reno	95.9	156
Lorain - Elyria	95.8	157
Johnstown	94.8	158
Visalia - Tulare - Porterville	94.8	158
Orange County, N.Y.	93.9	160
New London - Norwich	89.4	161
South Bend - Mishawaka	89.3	162
Anchorage	88.5	163
Poughkeepsie	88.5	163
Portland, Me.	87.8	165
Savannah	86.3	166
Springfield, Mo.	86.3	166
Roanoke	85.8	168
Columbus, Ga.	85.3	169
Santa Cruz	85.1	170
Boulder - Longmont	85.0	171
Fayetteville, N.C.	84.5	172
Huntsville	84.1	173
Fort Pierce	83.3	174
Hickory	81.1	175
Kalamazoo	80.8	176
Lincoln	80.7	177
Tallahassee	80.5	178
Niagara Falls	80.0	179
Vancouver	79.4	180
Galveston - Texas City	79.3	181
Springfield, Ill.	79.0	182
Lubbock	78.3	183
Killeen - Temple	77.8	184
Bradenton	77.0	185
Lafayette, La.	76.4	186
Amarillo	75.5	187
Gainesville	75.0	188
Boise	74.7	189
Biloxi - Gulfport	72.4	190
Brownsville - Harlingen	71.8	191
Beaver County, Pa.	71.7	192
Waco	69.6	193
Wheeling	69.5	194
Fort Collins - Loveland	69.3	195
Chico	69.0	196
Green Bay	68.7	197
Provo - Orem	68.6	198
Yakima	68.4	199
Ocala	67.6	200
Total Top 200	**63,651.9**	
Asheville	67.4	201
Brazoria	67.2	202
Cedar Rapids	67.0	203
Fort Smith	66.6	204
Bremerton	63.5	205
Racine	63.2	206
Topeka	63.1	207
Houma - Thibodaux	62.4	208
Longview - Marshall	62.1	209
Lake Charles	62.0	210
Champaign - Urbana - Rantoul	61.6	211
Benton Harbor	61.2	212
Parkersburg - Marietta	59.6	213
Steubenville - Weirton	57.7	214
Olympia	57.3	215
Tyler	57.1	216
Waterloo - Cedar Falls	56.9	217
Lima	56.7	218
St. Cloud	56.7	218
Muskegon	56.6	220
Merced	55.4	221
Fargo - Moorhead	55.1	222
Anderson, S.C.	54.9	223
Pittsfield	54.9	223
Medford	53.2	225
Elkhart - Goshen	53.0	226
Florence, Ala.	52.7	227
Tuscaloosa	52.4	228
Clarksville - Hopkinsville	52.0	229
Athens	51.9	230
Fort Walton Beach	51.9	230
Battle Creek	51.7	232
Janesville - Beloit	51.7	232
Naples	51.7	232
Monroe	51.4	235
Jackson, Mich.	51.3	236
Richland - Kennewick - Pasco	51.2	237
Altoona	51.1	238
Lynchburg	50.8	239
Joplin	50.7	240
Redding	50.7	240
Greeley	50.5	242
Alexandria, La.	50.0	243
Eau Claire	49.9	244
Odessa	49.7	245
Terre Haute	49.1	246
Decatur	48.9	247
Mansfield	48.9	247
Anderson, Ind.	48.8	249
Sioux Falls	48.7	250
Total Top 250	**66,422.0**	
Bangor	48.5	251
Pueblo	48.1	252
Billings	47.9	253
Vineland - Millville - Bridgeton	47.9	253
Dothan	46.5	255
Sharon	46.5	255
Burlington, Vt.	46.4	257
Charlottesville	46.2	258
Wichita Falls	45.9	259
Bloomington - Normal	45.7	260
Panama City	45.6	261
Bellingham	44.8	262
Sioux City	44.8	262
Texarkana	44.7	264
Wilmington, N.C.	44.3	265
Anniston	44.2	266
Abilene	44.1	267
Bryan - College Station	44.1	267
Muncie	44.1	267
Kenosha	43.9	270
Williamsport	43.9	270
Pascagoula	43.7	272
Lafayette - West Lafayette	42.9	273
Florence, S.C.	42.0	274
Midland, Tex.	42.0	274
Yuba City	41.6	276
Wausau	41.5	277
Hagerstown	41.1	278
Las Cruces	40.8	279
Danville, Va.	40.5	280
Glens Falls	40.3	281
Santa Fe	40.1	282
Fayetteville - Springdale	40.0	283
Albany, Ga.	39.8	284
Burlington, N.C.	39.3	285
Columbia, Mo.	39.3	285
Cumberland	39.3	285
Gadsden	39.1	288
State College	39.1	288
Kokomo	38.4	290
Lawton	38.1	291
Sheboygan	37.8	292
Sherman - Denison	37.7	293
Lewiston - Auburn	37.4	294
Kankakee	36.9	295
Rochester, Minn.	36.3	296
Bloomington, Ind.	36.2	297
Jacksonville, N.C.	36.1	298
San Angelo	36.0	299
La Crosse	35.3	300
Elmira	34.3	301
Iowa City	33.4	302
Bismarck	32.7	303
Owensboro	32.5	304
St. Joseph	32.2	305
Laredo	31.8	306
Dubuque	31.2	307
Great Falls	30.9	308
Pine Bluff	30.7	309
Jackson, Tenn.	29.5	310
Rapid City	29.2	311
Cheyenne	28.6	312
Casper	27.3	313
Victoria	26.7	314
Lawrence, Kans.	25.8	315
Enid	25.7	316
Grand Forks	23.9	317
Total Above Areas	**69,025.1**	
Percent of U.S.	**76.9765**	
U.S. Total	**89,670.4**	

ONE-PERSON HOUSEHOLDS

Area	(Thous.)	Rank
New York	1,136.4	1
Los Angeles - Long Beach	878.6	2
Chicago	628.2	3
Philadelphia	459.0	4
Boston - Lawrence - Salem - Lowell - Brockton	392.0	5
Detroit	390.7	6
Washington	364.7	7
Houston	301.7	8
San Francisco	241.8	9
Minneapolis - St. Paul	241.4	10
Pittsburgh	236.4	11
Dallas	233.0	12
St. Louis	227.9	13
Tampa - St. Petersburg - Clearwater	224.9	14
Atlanta	219.7	15
Oakland	215.9	16
Cleveland	207.3	17
San Diego	206.5	18
Seattle	205.9	19
Baltimore	201.9	20
Phoenix	201.5	21
Denver	201.4	22
Miami - Hialeah	184.0	23
Anaheim - Santa Ana	183.0	24
Newark	165.1	25
Riverside - San Bernardino	160.5	26
Kansas City	152.0	27
Cincinnati	149.1	28
Milwaukee	146.2	29
Columbus, Ohio	144.6	30
Fort Lauderdale - Hollywood - Pompano Beach	142.7	31
Sacramento	142.7	31
Nassau - Suffolk	139.7	33
New Orleans	135.7	34
Portland, Ore.	130.1	35
San Jose	121.6	36
Bergen - Passaic	115.4	37
Indianapolis	111.3	38
Norfolk - Virginia Beach - Newport News	104.5	39
Fort Worth - Arlington	103.0	40
Hartford - New Britain - Middletown - Bristol	102.8	41
Oklahoma City	101.2	42
Dayton - Springfield	99.5	43
Buffalo	95.8	44
Rochester, N.Y.	95.7	45
West Palm Beach - Boca Raton - Delray Beach	94.6	46
Charlotte - Gastonia - Rock Hill	92.7	47
Monmouth - Ocean	92.3	48
San Antonio	91.9	49
Louisville	90.9	50
Total Top 50	**11,105.4**	
Providence - Pawtucket - Woonsocket	88.5	51
Albany - Schenectady - Troy	88.1	52
Birmingham	86.8	53
Greensboro - Winston-Salem - High Point	85.3	54
Jacksonville, Fla.	83.8	55
Nashville	83.2	56
Orlando	82.2	57
Memphis	80.2	58
Austin	79.1	59
Scranton - Wilkes-Barre	75.8	60
Tulsa	75.1	61
New Haven - Waterbury - Meriden	74.3	62
Middlesex - Somerset - Hunterdon	72.5	63
Richmond - Petersburg	71.9	64
Tucson	71.7	65
Bridgeport - Stamford - Norwalk - Danbury	68.1	66
Las Vegas	67.9	67
Salt Lake City - Ogden	67.7	68
Raleigh - Durham	66.0	69
Akron	64.9	70
Toledo	64.8	71
Allentown - Bethlehem	64.3	72
Jersey City	63.2	73
Omaha	62.7	74
Worcester - Fitchburg - Leominster	62.1	75
Syracuse	60.4	76
Harrisburg - Lebanon - Carlisle	59.8	77
Knoxville	58.2	78
Springfield, Mass.	57.2	79
Greenville - Spartanburg	56.9	80
Tacoma	54.8	81
Grand Rapids	54.2	82
Youngstown - Warren	49.0	83
Wichita	48.7	84
Albuquerque	48.3	85
Honolulu	47.7	86
Fresno	47.3	87
Des Moines	46.0	88
Gary - Hammond	45.5	89
Wilmington, Del.	45.3	90
Baton Rouge	44.0	91
Little Rock - North Little Rock	43.5	92
New Bedford - Fall River - Attleboro	42.7	93
Columbia, S.C.	42.4	94
Madison	42.2	95
Mobile	40.6	96
Spokane	40.2	97
Davenport - Rock Island - Moline	39.8	98
Bakersfield	39.6	99
Stockton	39.4	100
Total Top 100	**14,149.3**	
Daytona Beach	38.9	101
Chattanooga	38.5	102
Melbourne - Titusville - Palm Bay	38.0	103
Johnson City - Kingsport - Bristol	37.8	104
Flint	37.6	105
Charleston, S.C.	37.5	106
Santa Rosa - Petaluma	37.4	107
Oxnard - Ventura	37.1	108
Colorado Springs	36.7	109
Lansing - East Lansing	36.1	110
Shreveport	35.6	111
Lexington-Fayette	35.0	112
Peoria	35.0	112
Atlantic City	34.3	114
Canton	34.3	114
York	34.3	114
Santa Barbara - Santa Maria - Lompoc	33.4	117
Jackson, Miss.	33.3	118
Lake County, Ill.	33.0	119
Vallejo - Fairfield - Napa	32.9	120
Sarasota	32.8	121
Reading	32.7	122
Augusta	32.3	123
Lakeland - Winter Haven	32.2	124
Saginaw - Bay City - Midland	32.0	125
Lancaster	30.9	126
Beaumont - Port Arthur	30.7	127
Reno	30.6	128
Fort Wayne	30.4	129
Huntington - Ashland	29.9	130
Utica - Rome	29.7	131
Eugene - Springfield	29.1	132
El Paso	29.0	133
Appleton - Oshkosh - Neenah	28.7	134
Pensacola	28.5	135
Trenton	28.4	136
Aurora - Elgin	28.2	137
Fort Myers - Cape Coral	28.2	137
Evansville	28.1	139
Manchester - Nashua	27.9	140
Charleston, W.Va.	27.8	141
Rockford	27.2	142
Duluth	27.0	143
Ann Arbor	26.7	144
Montgomery	26.4	145
Portsmouth - Dover - Rochester	26.4	145
Binghamton	25.8	147
Erie	25.5	148
Modesto	25.2	149
Springfield, Ill.	25.2	149
Total Top 150	**15,729.5**	
Salinas - Seaside - Monterey	24.8	151
Lincoln	24.3	152
Portland, Me.	24.3	152
Salem, Ore.	23.9	154
Joliet	23.8	155
Corpus Christi	23.7	156
Boulder - Longmont	23.5	157
South Bend - Mishawaka	23.4	158
Johnstown	23.2	159
Roanoke	22.8	160
Santa Cruz	22.6	161
Anchorage	22.5	162
Hamilton - Middletown	22.5	162
Macon - Warner Robins	22.4	164
Springfield, Mo.	22.4	164
New London - Norwich	22.3	166
Lorain - Elyria	22.1	167
Tallahassee	21.5	168
Huntsville	21.4	169
Kalamazoo	21.1	170
Poughkeepsie	21.0	171
Savannah	20.7	172
Bradenton	20.0	173
Gainesville	19.8	174
Niagara Falls	19.8	174
Champaign - Urbana - Rantoul	19.6	176
Fort Pierce	19.6	176
Orange County, N.Y.	19.6	176
Columbus, Ga.	19.5	179
Wheeling	19.5	179
Cedar Rapids	19.4	181
Amarillo	19.2	182
Green Bay	19.1	183
Topeka	19.1	183
Lubbock	18.9	185
Chico	18.7	186
Visalia - Tulare - Porterville	18.5	187
Galveston - Texas City	18.4	188
Vancouver	18.4	188
Asheville	18.1	190
Boise	18.1	190
Lafayette, La.	18.1	190
Biloxi - Gulfport	18.0	193
Hickory	17.7	194
Waco	17.5	195
Fort Collins - Loveland	16.8	196
Beaver County, Pa.	16.0	197
Fargo - Moorhead	16.0	197
Fayetteville, N.C.	15.9	199
Pittsfield	15.8	200
Total Top 200	**16,744.8**	
Ocala	15.7	201
Yakima	15.7	201
Fort Smith	15.4	203
Racine	15.3	204
Bremerton	15.2	205
Killeen - Temple	15.1	206
Sioux Falls	15.1	206
Benton Harbor	14.8	208
Waterloo - Cedar Falls	14.8	208
Olympia	14.7	210
McAllen - Edinburg - Mission	14.6	211
Longview - Marshall	14.4	212
Steubenville - Weirton	14.4	212
Parkersburg - Marietta	14.2	214
Billings	13.9	215
Lake Charles	13.8	216
Lima	13.8	216
Decatur	13.7	218
Tuscaloosa	13.6	219
Terre Haute	13.4	220
Battle Creek	13.3	221
Bloomington - Normal	13.3	221
Muskegon	13.3	221
Charlottesville	13.2	224
Janesville - Beloit	13.2	224
Naples	13.2	224
Joplin	13.1	227
Pueblo	13.1	227
Altoona	12.9	229
Mansfield	12.9	229
Tyler	12.9	229
Anderson, S.C.	12.8	232
Medford	12.7	233
Athens	12.5	234
Monroe	12.5	234
Sioux City	12.5	234
Eau Claire	12.4	237
Florence, Ala.	12.4	237
Alexandria, La.	12.3	239
Lynchburg	12.2	240
Redding	12.1	241
Burlington, Vt.	11.9	242
Anderson, Ind.	11.8	243
Brownsville - Harlingen	11.8	243
Lafayette - West Lafayette	11.7	245
Richland - Kennewick - Pasco	11.7	245
Fort Walton Beach	11.6	247
Houma - Thibodaux	11.6	247
Wichita Falls	11.6	247
Elkhart - Goshen	11.5	250
Total Top 250	**17,410.4**	
Jackson, Mich.	11.5	250
Santa Fe	11.5	250
Bellingham	11.4	253
Brazoria	11.4	253
Bryan - College Station	11.4	253
Greeley	11.4	253
Kenosha	11.4	253
Odessa	11.3	258
Columbia, Mo.	11.2	259
Iowa City	11.2	259
Sharon	11.2	259
Wilmington, N.C.	11.2	259
Bloomington, Ind.	11.1	263
St. Cloud	11.1	263
Anniston	11.0	265
Panama City	11.0	265
Merced	10.9	267
Muncie	10.8	268
Williamsport	10.8	268
Texarkana	10.7	270
Abilene	10.6	271
Bangor	10.6	271
Vineland - Millville - Bridgeton	10.4	273
Dothan	10.2	274
Cumberland	10.0	275
State College	10.0	275
Clarksville - Hopkinsville	9.9	277
Kankakee	9.9	277
Yuba City	9.9	277
Hagerstown	9.7	280
Lewiston - Auburn	9.7	280
La Crosse	9.6	282
Sherman - Denison	9.6	282
Wausau	9.6	282
Burlington, N.C.	9.5	285
Fayetteville - Springdale	9.5	285
Glens Falls	9.5	285
Rochester, Minn.	9.5	285
Midland, Tex.	9.4	289
Great Falls	9.3	290
Sheboygan	9.3	290
Kokomo	9.2	292
Las Cruces	9.2	292
Danville, Va.	9.1	294
Florence, S.C.	9.1	294
Gadsden	9.1	294
San Angelo	8.9	297
St. Joseph	8.8	298
Provo - Orem	8.7	299
Elmira	8.5	300
Owensboro	8.5	300
Pascagoula	8.4	302
Cheyenne	8.2	303
Dubuque	8.1	304
Albany, Ga.	7.9	305
Bismarck	7.9	305
Lawton	7.6	307
Lawrence, Kans.	7.5	308
Rapid City	7.5	308
Jackson, Tenn.	7.4	310
Casper	7.0	311
Pine Bluff	7.0	311
Enid	6.8	313
Grand Forks	6.2	314
Jacksonville, N.C.	6.2	314
Victoria	5.2	316
Laredo	4.9	317
Total Above Areas	**18,042.5**	
Percent of U.S.	**78.5361**	
U.S. Total	**22,975.5**	

HOUSEHOLDS WITH EBI OF $50,000 AND OVER

Area	(Thous.)	Rank
Los Angeles - Long Beach	651.0	1
New York	632.3	2
Chicago	494.9	3
Washington	449.1	4
Boston - Lawrence - Salem - Lowell - Brockton	351.7	5
Nassau - Suffolk	339.0	6
Philadelphia	326.9	7
Detroit	292.4	8
Houston	235.9	9
Anaheim - Santa Ana	234.5	10
Oakland	208.7	11
Atlanta	201.6	12
Newark	191.4	13
Dallas	189.8	14
San Francisco	187.8	15
Minneapolis - St. Paul	184.5	16
San Diego	174.1	17
San Jose	164.1	18
Seattle	161.7	19
St. Louis	157.6	20
Baltimore	156.5	21
Bergen - Passaic	147.5	22
Denver	138.3	23
Phoenix	117.7	24
Riverside - San Bernardino	117.1	25
Miami - Hialeah	115.7	26
Bridgeport - Stamford - Norwalk - Danbury	112.8	27
Cleveland	110.5	28
Pittsburgh	107.8	29
Kansas City	107.7	30
Hartford - New Britain - Middletown - Bristol	106.8	31
Middlesex - Somerset - Hunterdon	105.0	32
Tampa - St. Petersburg - Clearwater	104.8	33
Sacramento	93.6	34
Fort Lauderdale - Hollywood - Pompano Beach	92.6	35
Monmouth - Ocean	89.2	36
Fort Worth - Arlington	83.0	37
Milwaukee	80.6	38
Cincinnati	79.8	39
Rochester, N.Y.	78.8	40
Norfolk - Virginia Beach - Newport News	73.1	41
Indianapolis	72.4	42
Portland, Ore.	70.7	43
New Haven - Waterbury - Meriden	70.6	44
West Palm Beach - Boca Raton - Delray Beach	67.6	45
Columbus, Ohio	66.4	46
Honolulu	65.0	47
New Orleans	63.7	48
Oxnard - Ventura	62.2	49
San Antonio	58.1	50
Total Top 50	**8,644.6**	
Nashville	55.0	51
Albany - Schenectady - Troy	54.6	52
Richmond - Petersburg	54.4	53
Dayton - Springfield	53.8	54
Providence - Pawtucket - Woonsocket	53.4	55
Orlando	53.0	56
Buffalo	52.0	57
Oklahoma City	50.6	58
Austin	50.1	59
Charlotte - Gastonia - Rock Hill	49.4	60
Jacksonville, Fla.	49.2	61
Lake County, Ill.	48.7	62
Memphis	44.2	63
Syracuse	43.8	64
Worcester - Fitchburg - Leominster	43.7	65
Louisville	43.4	66
Greensboro - Winston-Salem - High Point	42.9	67
Raleigh - Durham	42.3	68
Omaha	41.8	69
Salt Lake City - Ogden	41.7	70
Wilmington, Del.	40.0	71
Birmingham	37.6	72
Grand Rapids	37.1	73
Tulsa	36.0	74
Wichita	35.8	75
Allentown - Bethlehem	35.0	76
Fresno	34.4	77
Toledo	33.3	78
Las Vegas	33.2	79
Akron	32.1	80
Trenton	32.1	80
Bakersfield	31.8	82
Harrisburg - Lebanon - Carlisle	31.8	82
Springfield, Mass.	30.9	84
Manchester - Nashua	29.5	85
Santa Barbara - Santa Maria - Lompoc	29.5	85
Santa Rosa - Petaluma	29.3	87
Jersey City	29.2	88
Gary - Hammond	27.8	89
Anchorage	27.5	90
Baton Rouge	27.3	91
Vallejo - Fairfield - Napa	26.7	92
Portsmouth - Dover - Rochester	26.3	93
Tucson	26.3	93
Little Rock - North Little Rock	26.1	95
Youngstown - Warren	25.6	96
Knoxville	25.4	97
Peoria	25.0	98
Lansing - East Lansing	24.6	99
Aurora - Elgin	24.5	100
Total Top 100	**10,524.3**	
Beaumont - Port Arthur	23.7	101
Joliet	23.0	102
Stockton	23.0	102
New Bedford - Fall River - Attleboro	22.9	104
Poughkeepsie	22.8	105
Scranton - Wilkes-Barre	22.6	106
Columbia, S.C.	22.5	107
Davenport - Rock Island - Moline	22.5	107
Albuquerque	21.9	109
Salinas - Seaside - Monterey	21.4	110
Des Moines	20.8	111
New London - Norwich	20.6	112
Mobile	19.9	113
Madison	19.7	114
Saginaw - Bay City - Midland	19.7	114
Colorado Springs	19.3	116
Greenville - Spartanburg	19.3	116
Tacoma	19.3	116
Santa Cruz	19.2	119
Ann Arbor	18.6	120
Flint	18.5	121
Jackson, Miss.	18.4	122
Lancaster	18.2	123
El Paso	18.0	124
Pensacola	18.0	124
Melbourne - Titusville - Palm Bay	17.8	126
Augusta	17.6	127
Fort Wayne	17.1	128
Binghamton	17.0	129
Orange County, N.Y.	17.0	129
York	16.8	131
Macon - Warner Robins	16.7	132
Brazoria	16.5	133
Boulder - Longmont	16.4	134
Daytona Beach	16.4	134
Lexington-Fayette	16.3	136
Huntsville	16.2	137
Reno	16.2	137
Corpus Christi	16.1	139
Shreveport	16.1	139
Canton	15.8	141
Fort Myers - Cape Coral	15.8	141
Sarasota	15.8	141
Atlantic City	15.7	144
Chattanooga	15.7	144
Johnson City - Kingsport - Bristol	15.4	146
Reading	15.0	147
Rockford	15.0	147
Galveston - Texas City	14.9	149
Charleston, S.C.	14.7	150
Total Top 150	**11,442.1**	
Lorain - Elyria	14.7	150
Modesto	14.5	152
Lincoln	14.3	153
Kalamazoo	14.0	154
Evansville	13.8	155
Appleton - Oshkosh - Neenah	13.5	156
Savannah	13.1	157
Utica - Rome	13.0	158
Lakeland - Winter Haven	12.9	159
Montgomery	12.8	160
Hamilton - Middletown	12.6	161
Portland, Me.	12.5	162
Spokane	12.3	163
Richland - Kennewick - Pasco	12.1	164
Erie	12.0	165
Topeka	12.0	165
Tallahassee	11.7	167
Lafayette, La.	11.3	168
Charleston, W.Va.	11.0	169
Roanoke	10.9	170
Niagara Falls	10.7	171
Amarillo	10.6	172
South Bend - Mishawaka	10.6	172
Midland, Tex.	10.5	174
Vancouver	10.3	175
Boise	9.8	176
Springfield, Mo.	9.7	177
Tyler	9.6	178
Gainesville	9.5	179
Beaver County, Pa.	9.4	180
Duluth	9.3	181
Racine	9.3	181
Lubbock	9.2	183
Odessa	9.2	183
Springfield, Ill.	9.2	183
Fort Collins - Loveland	9.1	186
Bradenton	9.0	187
Eugene - Springfield	9.0	187
Huntington - Ashland	9.0	187
Longview - Marshall	8.9	190
Kenosha	8.8	191
Fort Pierce	8.7	192
Bremerton	8.6	193
Houma - Thibodaux	8.4	194
Jackson, Mich.	8.3	195
Olympia	8.3	195
Pittsfield	8.2	197
Santa Fe	8.2	197
Decatur	8.1	199
Champaign - Urbana - Rantoul	7.9	200
Total Top 200	**11,972.5**	
Columbus, Ga.	7.9	200
Killeen - Temple	7.9	200
Lynchburg	7.9	200
Waco	7.9	200
Cedar Rapids	7.8	205
Bloomington - Normal	7.7	206
Burlington, Vt.	7.7	206
Battle Creek	7.6	208
benton Harbor	7.6	208
Green Bay	7.6	208
Kokomo	7.4	211
Lake Charles	7.4	211
Naples	7.4	211
Visalia - Tulare - Porterville	7.4	211
Waterloo - Cedar Falls	7.4	211
Charlottesville	7.2	216
Fargo - Moorhead	7.2	216
McAllen - Edinburg - Mission	7.2	216
Salem, Ore.	7.2	216
Fort Walton Beach	7.1	220
Hickory	7.1	220
Bryan - College Station	6.9	222
Sioux Falls	6.9	222
Chico	6.8	224
Fayetteville, N.C.	6.7	225
Columbia, Mo.	6.6	226
Janesville - Beloit	6.6	226
Rochester, Minn.	6.6	226
Anderson, Ind.	6.5	229
Biloxi - Gulfport	6.5	229
Lima	6.4	231
Muskegon	6.3	232
Elkhart - Goshen	6.1	233
Fort Smith	6.1	233
Merced	6.1	233
Vineland - Millville - Bridgeton	6.1	233
Asheville	5.8	237
Yakima	5.8	237
Brownsville - Harlingen	5.7	239
St. Cloud	5.6	240
Athens	5.5	241
Grand Forks	5.5	241
Lafayette - West Lafayette	5.5	241
Pascagoula	5.5	241
Wichita Falls	5.3	245
San Angelo	5.2	246
Wheeling	5.2	246
Johnstown	5.1	248
Muncie	5.1	248
Billings	5.0	250
Total Top 250	**12,303.1**	
Iowa City	5.0	250
Mansfield	5.0	250
Terre Haute	5.0	250
Greeley	4.9	254
Provo - Orem	4.9	254
Sherman - Denison	4.9	254
Abilene	4.8	257
Bangor	4.8	257
Bismarck	4.8	257
Eau Claire	4.8	257
Monroe	4.8	257
Ocala	4.8	257
Bellingham	4.7	263
Parkersburg - Marietta	4.7	263
Redding	4.7	263
Albany, Ga.	4.6	266
Hagerstown	4.6	266
Alexandria, La.	4.5	268
Glens Falls	4.5	268
Pueblo	4.5	268
Sheboygan	4.5	268
Steubenville - Weirton	4.5	268
Lawton	4.4	273
Casper	4.3	274
Clarksville - Hopkinsville	4.2	275
Danville, Va.	4.2	275
Joplin	4.2	275
Tuscaloosa	4.2	275
Yuba City	4.2	275
La Crosse	4.1	280
Texarkana	4.1	280
Wilmington, N.C.	4.1	280
Florence, Ala.	4.0	283
Kankakee	4.0	283
Anderson, S.C.	3.9	285
Lawrence, Kans.	3.9	285
Bloomington, Ind.	3.8	287
Burlington, N.C.	3.8	287
Rapid City	3.8	287
Sharon	3.8	287
Sioux City	3.8	287
Wausau	3.8	287
Fayetteville - Springdale	3.7	293
St. Joseph	3.7	293
State College	3.7	293
Las Cruces	3.6	296
Medford	3.6	296
Victoria	3.6	296
Williamsport	3.6	296
Cheyenne	3.5	300
Altoona	3.4	301
Cumberland	3.2	302
Dothan	3.2	302
Elmira	3.2	302
Lewiston - Auburn	3.2	302
Florence, S.C.	3.1	306
Pine Bluff	3.1	306
Enid	3.0	308
Jackson, Tenn.	3.0	308
Panama City	3.0	308
Owensboro	2.9	311
Anniston	2.8	312
Dubuque	2.8	312
Great Falls	2.8	312
Laredo	2.5	315
Gadsden	2.3	316
Jacksonville, N.C.	1.3	317
Total Above Areas	**12,565.8**	
Percent of U.S.	**87.6918**	
U.S. Total	**14,329.5**	

EFFECTIVE BUYING INCOME (EBI)

Area	($000)	Rank
New York	121,150,624	1
Los Angeles - Long Beach	114,134,025	2
Chicago	86,724,155	3
Philadelphia	63,471,921	4
Washington	61,476,304	5
Boston - Lawrence - Salem - Lowell - Brockton	57,664,154	6
Detroit	56,744,723	7
Nassau - Suffolk	46,264,678	8
Houston	43,535,505	9
Anaheim - Santa Ana	34,579,535	10
Atlanta	34,278,189	11
Minneapolis - St. Paul	33,984,285	12
Dallas	33,636,723	13
San Diego	31,678,473	14
St. Louis	31,446,360	15
Oakland	31,332,999	16
Newark	29,690,744	17
San Francisco	29,040,420	18
Baltimore	28,921,343	19
Seattle	26,746,411	20
Pittsburgh	26,285,320	21
Phoenix	24,437,272	22
Riverside - San Bernardino	24,347,979	23
Denver	24,235,480	24
Cleveland	23,747,837	25
Tampa - St. Petersburg - Clearwater	23,414,615	26
San Jose	22,888,039	27
Bergen - Passaic	22,157,291	28
Miami - Hialeah	21,584,251	29
Kansas City	20,876,260	30
Milwaukee	18,292,998	31
Sacramento	17,821,233	32
Cincinnati	17,675,127	33
Hartford - New Britain - Middletown - Bristol	16,953,593	34
Fort Lauderdale - Hollywood - Pompano Beach	16,907,642	35
Bridgeport - Stamford - Norwalk - Danbury	16,035,845	36
Fort Worth - Arlington	15,998,000	37
Columbus, Ohio	15,929,295	38
Middlesex - Somerset - Hunterdon	15,543,957	39
Indianapolis	15,339,068	40
Norfolk - Virginia Beach - Newport News	15,316,303	41
Portland, Ore.	14,952,982	42
Monmouth - Ocean	14,837,079	43
New Orleans	14,461,551	44
Rochester, N.Y.	14,169,649	45
San Antonio	13,193,202	46
Charlotte - Gastonia - Rock Hill	12,581,192	47
Buffalo	12,031,723	48
Oklahoma City	11,916,563	49
West Palm Beach - Boca Raton - Delray Beach	11,886,599	50
Total Top 50	**1,532,319,516**	
Dayton - Springfield	11,851,395	51
New Haven - Waterbury - Meriden	11,493,376	52
Nashville	11,420,905	53
Albany - Schenectady - Troy	11,358,054	54
Providence - Pawtucket - Woonsocket	11,263,987	55
Louisville	11,041,000	56
Honolulu	10,815,751	57
Orlando	10,809,978	58
Greensboro - Winston-Salem - High Point	10,765,310	59
Salt Lake City - Ogden	10,436,160	60
Richmond - Petersburg	10,364,220	61
Memphis	10,082,963	62
Jacksonville, Fla.	9,903,554	63
Birmingham	9,711,240	64
Austin	9,525,126	65
Oxnard - Ventura	9,098,441	66
Tulsa	8,783,228	67
Worcester - Fitchburg - Leominster	8,783,148	68
Syracuse	8,693,636	69
Raleigh - Durham	8,476,044	70
Omaha	8,454,764	71
Allentown - Bethlehem	8,327,706	72
Grand Rapids	8,148,494	73
Lake County, Ill.	7,776,152	74
Akron	7,771,852	75
Scranton - Wilkes-Barre	7,699,740	76
Toledo	7,557,547	77
Harrisburg - Lebanon - Carlisle	7,455,532	78
Wilmington, Del.	7,418,744	79
Springfield, Mass.	7,172,438	80
Fresno	7,105,821	81
Las Vegas	7,016,328	82
Gary - Hammond	6,943,978	83
Wichita	6,904,659	84
Tucson	6,788,082	85
Jersey City	6,526,609	86
Knoxville	6,401,113	87
Greenville - Spartanburg	6,253,851	88
Bakersfield	6,157,232	89
Youngstown - Warren	6,076,654	90
Little Rock - North Little Rock	5,993,371	91
Baton Rouge	5,969,668	92
New Bedford - Fall River - Attleboro	5,696,823	93
Tacoma	5,641,616	94
Lansing - East Lansing	5,335,594	95
Albuquerque	5,294,908	96
Columbia, S.C.	5,284,369	97
Des Moines	5,152,472	98
Santa Rosa - Petaluma	5,151,191	99
Vallejo - Fairfield - Napa	5,101,759	100
Total Top 100	**1,935,576,099**	
Davenport - Rock Island - Moline	5,085,815	101
Santa Barbara - Santa Maria - Lompoc	5,078,962	102
Trenton	5,049,666	103
Stockton	5,016,386	104
Peoria	4,986,988	105
Flint	4,918,906	106
Mobile	4,882,644	107
Aurora - Elgin	4,819,983	108
Joliet	4,748,056	109
Charleston, S.C.	4,726,068	110
York	4,723,508	111
Beaumont - Port Arthur	4,703,210	112
El Paso	4,685,180	113
Saginaw - Bay City - Midland	4,666,805	114
Manchester - Nashua	4,638,045	115
Lancaster	4,634,317	116
Madison	4,598,929	117
Canton	4,518,301	118
Johnson City - Kingsport - Bristol	4,470,554	119
Portsmouth - Dover - Rochester	4,448,276	120
Colorado Springs	4,424,196	121
Chattanooga	4,410,355	122
Salinas - Seaside - Monterey	4,259,390	123
Jackson, Miss.	4,253,019	124
Fort Wayne	4,208,854	125
Melbourne - Titusville - Palm Bay	4,186,653	126
Augusta	4,175,461	127
Shreveport	3,973,189	128
Reading	3,967,006	129
Lexington-Fayette	3,909,846	130
Anchorage	3,865,706	131
Daytona Beach	3,817,169	132
Pensacola	3,802,647	133
Poughkeepsie	3,762,321	134
Lakeland - Winter Haven	3,754,550	135
Spokane	3,750,030	136
Atlantic City	3,746,771	137
Corpus Christi	3,738,560	138
Appleton - Oshkosh - Neenah	3,698,499	139
Ann Arbor	3,641,123	140
Rockford	3,630,352	141
New London - Norwich	3,622,006	142
Utica - Rome	3,593,826	143
Fort Myers - Cape Coral	3,570,942	144
Orange County, N.Y.	3,507,497	145
Binghamton	3,495,139	146
Modesto	3,462,073	147
Sarasota	3,452,925	148
Evansville	3,409,944	149
Lorain - Elyria	3,291,647	150
Total Top 150	**2,145,358,394**	
Santa Cruz	3,281,487	151
Erie	3,223,391	152
Macon - Warner Robins	3,209,588	153
Huntington - Ashland	3,159,903	154
Montgomery	3,159,736	155
Reno	3,134,354	156
Hamilton - Middletown	3,095,186	157
Charleston, W.Va.	3,062,052	158
Boulder - Longmont	2,978,667	159
Lincoln	2,968,763	160
Portland, Me.	2,910,345	161
Huntsville	2,892,698	162
Kalamazoo	2,888,094	163
Duluth	2,862,192	164
Eugene - Springfield	2,803,728	165
South Bend - Mishawaka	2,786,646	166
Galveston - Texas City	2,767,517	167
Brazoria	2,733,957	168
Roanoke	2,668,134	169
Savannah	2,661,784	170
Niagara Falls	2,658,229	171
Springfield, Mo.	2,568,868	172
Salem, Ore.	2,548,961	173
Fayetteville, N.C.	2,520,326	174
Springfield, Ill.	2,462,293	175
Vancouver	2,439,016	176
Visalia - Tulare - Porterville	2,435,219	177
Amarillo	2,427,055	178
Lafayette, La.	2,419,061	179
Killeen - Temple	2,390,442	180
Boise	2,386,114	181
Columbus, Ga.	2,384,546	182
Tallahassee	2,377,993	183
Hickory	2,377,809	184
Lubbock	2,377,025	185
Topeka	2,362,663	186
Beaver County, Pa.	2,335,729	187
Johnstown	2,332,733	188
McAllen - Edinburg - Mission	2,267,402	189
Fort Pierce	2,246,784	190
Cedar Rapids	2,237,739	191
Green Bay	2,204,051	192
Racine	2,196,152	193
Bradenton	2,174,460	194
Fort Collins - Loveland	2,098,215	195
Gainesville	2,096,178	196
Bremerton	2,017,441	197
Champaign - Urbana - Rantoul	2,006,909	198
Waco	1,984,773	199
Houma - Thibodaux	1,972,214	200
Total Top 200	**2,273,913,016**	
Biloxi - Gulfport	1,961,457	201
Longview - Marshall	1,948,555	202
Richland - Kennewick - Pasco	1,927,891	203
Waterloo - Cedar Falls	1,923,407	204
Tyler	1,911,377	205
Benton Harbor	1,893,382	206
Chico	1,885,895	207
Wheeling	1,862,873	208
Lake Charles	1,848,558	209
Asheville	1,846,672	210
Pittsfield	1,842,708	211
Fargo - Moorhead	1,834,762	212
Fort Smith	1,832,275	213
Midland, Tex.	1,796,790	214
Olympia	1,791,196	215
Odessa	1,788,301	216
Yakima	1,780,216	217
Provo - Orem	1,774,926	218
Jackson, Mich.	1,770,150	219
Lima	1,736,357	220
Brownsville - Harlingen	1,733,555	221
St. Cloud	1,731,977	222
Sioux Falls	1,724,461	223
Decatur	1,722,709	224
Muskegon	1,703,517	225
Janesville - Beloit	1,699,098	226
Battle Creek	1,680,976	227
Lynchburg	1,668,613	228
Elkhart - Goshen	1,660,506	229
Bloomington - Normal	1,653,402	230
Kenosha	1,643,832	231
Merced	1,632,791	232
Parkersburg - Marietta	1,631,542	233
Naples	1,589,220	234
Steubenville - Weirton	1,584,095	235
Burlington, Vt.	1,580,530	236
Fort Walton Beach	1,575,119	237
Ocala	1,569,828	238
Charlottesville	1,554,448	239
Anderson, Ind.	1,528,022	240
Vineland - Millville - Bridgeton	1,500,316	241
Mansfield	1,480,229	242
Clarksville - Hopkinsville	1,471,488	243
Eau Claire	1,471,150	244
Anderson, S.C.	1,437,072	245
Santa Fe	1,423,111	246
Terre Haute	1,418,463	247
Bangor	1,414,710	248
Athens	1,413,789	249
Wichita Falls	1,405,494	250
Total Top 250	**2,358,174,827**	
Lafayette - West Lafayette	1,401,031	251
Billings	1,399,251	252
Greeley	1,387,353	253
Bryan - College Station	1,385,703	254
Columbia, Mo.	1,374,356	255
Redding	1,372,172	256
Pascagoula	1,366,837	257
Altoona	1,359,232	258
Muncie	1,348,019	259
Rochester, Minn.	1,342,665	260
Medford	1,342,066	261
Monroe	1,336,682	262
Kokomo	1,332,956	263
Florence, Ala.	1,330,989	264
Joplin	1,330,297	265
Abilene	1,318,764	266
Tuscaloosa	1,318,706	267
Sharon	1,313,663	268
Alexandria, La.	1,302,184	269
Sioux City	1,266,922	270
Sheboygan	1,254,299	271
Glens Falls	1,253,015	272
Bellingham	1,250,828	273
Pueblo	1,243,146	274
Wausau	1,242,960	275
Williamsport	1,224,222	276
Wilmington, N.C.	1,218,118	277
Hagerstown	1,206,409	278
Lawton	1,202,991	279
Texarkana	1,183,138	280
Dothan	1,182,246	281
San Angelo	1,168,074	282
Yuba City	1,161,120	283
Danville, Va.	1,155,859	284
Sherman - Denison	1,154,317	285
Albany, Ga.	1,148,535	286
Burlington, N.C.	1,139,801	287
La Crosse	1,129,653	288
Kankakee	1,120,000	289
Anniston	1,119,937	290
Iowa City	1,119,476	291
State College	1,114,893	292
Bismarck	1,108,602	293
Fayetteville - Springdale	1,080,976	294
Bloomington, Ind.	1,057,109	295
Panama City	1,049,383	296
Florence, S.C.	1,047,148	297
Lewiston - Auburn	1,040,377	298
Cumberland	1,018,109	299
Grand Forks	1,003,237	300
Las Cruces	999,701	301
Jacksonville, N.C.	997,935	302
Elmira	996,395	303
St. Joseph	959,671	304
Dubuque	950,247	305
Rapid City	949,021	306
Casper	932,689	307
Gadsden	912,869	308
Owensboro	899,031	309
Great Falls	869,112	310
Lawrence, Kans.	868,990	311
Victoria	853,912	312
Cheyenne	851,933	313
Pine Bluff	799,560	314
Jackson, Tenn.	799,334	315
Enid	789,542	316
Laredo	743,966	317
Total Above Areas	**2,434,676,561**	
Percent of U.S.	**81.6534**	
U.S. Total	**2,981,720,801**	

SUBURBAN EBI

Area	($000)	Rank
Los Angeles - Long Beach	58,658,961	1
Chicago	49,995,731	2
Washington	47,439,889	3
Nassau - Suffolk	46,264,678	4
Philadelphia	44,283,051	5
Detroit	43,905,595	6
Boston - Lawrence - Salem - Lowell - Brockton	40,503,597	7
Anaheim - Santa Ana	28,444,756	8
Atlanta	28,307,129	9
Newark	25,619,911	10
St. Louis	24,695,219	11
Oakland	23,868,689	12
Minneapolis - St. Paul	23,301,613	13
New York	21,908,568	14
Pittsburgh	21,543,289	15
Baltimore	20,973,914	16
Bergen - Passaic	20,839,691	17
Houston	19,877,577	18
Riverside - San Bernardino	19,679,913	19
Cleveland	18,606,413	20
Seattle	17,946,980	21
Denver	17,058,569	22
Dallas	16,715,502	23
San Francisco	16,263,199	24
Tampa - St. Petersburg - Clearwater	15,703,431	25
San Diego	15,633,465	26
Monmouth - Ocean	14,837,079	27
Miami - Hialeah	14,825,531	28
Middlesex - Somerset - Hunterdon	14,623,322	29
Cincinnati	13,284,174	30
Hartford - New Britain - Middletown - Bristol	12,999,511	31
Kansas City	12,108,927	32
Sacramento	12,008,707	33
Fort Lauderdale - Hollywood - Pompano Beach	11,397,157	34
San Jose	11,275,260	35
Rochester, N.Y.	11,198,090	36
Milwaukee	10,555,300	37
Portland, Ore.	9,860,294	38
Bridgeport - Stamford - Norwalk - Danbury	9,747,663	39
Dayton - Springfield	9,186,799	40
Orlando	9,028,304	41
West Palm Beach - Boca Raton - Delray Beach	8,900,681	42
Albany - Schenectady - Troy	8,622,460	43
New Orleans	8,516,403	44
Buffalo	8,465,484	45
Columbus, Ohio	8,360,504	46
Providence - Pawtucket - Woonsocket	8,135,697	47
Salt Lake City - Ogden	7,893,678	48
Louisville	7,641,316	49
Richmond - Petersburg	7,380,987	50
Total Top 50	**978,892,658**	
Fort Worth - Arlington	7,151,273	51
New Haven - Waterbury - Meriden	7,035,055	52
Birmingham	6,818,439	53
Syracuse	6,729,870	54
Charlotte - Gastonia - Rock Hill	6,723,479	55
Wilmington, Del.	6,660,130	56
Lake County, Ill.	6,395,826	57
Phoenix	6,336,452	58
Harrisburg - Lebanon - Carlisle	6,325,109	59
Oxnard - Ventura	6,176,951	60
Scranton - Wilkes-Barre	6,090,707	61
Indianapolis	6,016,322	62
Greensboro - Winston-Salem - High Point	5,971,269	63
Allentown - Bethlehem	5,917,644	64
Worcester - Fitchburg - Leominster	5,846,361	65
Grand Rapids	5,594,273	66
Greenville - Spartanburg	5,186,674	67
Honolulu	5,074,568	68
Oklahoma City	5,061,572	69
Nashville	4,925,657	70
Akron	4,760,074	71
Las Vegas	4,686,156	72
Youngstown - Warren	4,426,265	73
Gary - Hammond	4,403,799	74
York	4,278,466	75
Springfield, Mass.	4,211,349	76
Columbia, S.C.	4,203,388	77
San Antonio	4,146,684	78
Knoxville	4,117,282	79
Lancaster	4,066,073	80
Raleigh - Durham	4,063,531	81
Trenton	4,017,184	82
Charleston, S.C.	4,016,771	83
Tacoma	3,994,103	84
Bakersfield	3,988,587	85
Tulsa	3,859,206	86
Joliet	3,808,949	87
Jersey City	3,786,286	88
Augusta	3,740,381	89
Fresno	3,661,405	90
Orange County, N.Y.	3,507,497	91
Austin	3,481,628	92
Portsmouth - Dover - Rochester	3,471,790	93
Flint	3,389,348	94
Atlantic City	3,377,541	95
Poughkeepsie	3,345,645	96
Toledo	3,337,258	97
New Bedford - Fall River - Attleboro	3,324,560	98
Canton	3,277,449	99
Baton Rouge	3,234,079	100
Total Top 100	**1,216,913,023**	
Daytona Beach	3,173,619	101
Lansing - East Lansing	3,172,907	102
Johnson City - Kingsport - Bristol	3,164,077	103
Reading	3,148,231	104
Santa Rosa - Petaluma	3,065,216	105
Pensacola	2,999,024	106
Tucson	2,951,829	107
Saginaw - Bay City - Midland	2,950,266	108
Norfolk - Virginia Beach - Newport News	2,922,640	109
Peoria	2,849,940	110
Memphis	2,837,818	111
Binghamton	2,830,718	112
Omaha	2,797,080	113
Lakeland - Winter Haven	2,774,006	114
Sarasota	2,747,289	115
Jacksonville, Fla.	2,739,431	116
Brazoria	2,733,957	117
Chattanooga	2,733,761	118
Santa Barbara - Santa Maria - Lompoc	2,729,359	119
New London - Norwich	2,723,185	120
Melbourne - Titusville - Palm Bay	2,698,259	121
Aurora - Elgin	2,675,575	122
Santa Cruz	2,629,860	123
Des Moines	2,606,199	124
Mobile	2,592,401	125
Beaumont - Port Arthur	2,524,620	126
Davenport - Rock Island - Moline	2,513,886	127
Fort Myers - Cape Coral	2,430,212	128
Wichita	2,421,097	129
Utica - Rome	2,360,393	130
Vallejo - Fairfield - Napa	2,344,060	131
Salinas - Seaside - Monterey	2,342,553	132
Beaver County, Pa.	2,335,729	133
Little Rock - North Little Rock	2,327,361	134
Stockton	2,286,519	135
Huntington - Ashland	2,285,020	136
Charleston, W.Va.	2,271,990	137
Fort Wayne	2,250,946	138
Madison	2,237,844	139
Ann Arbor	2,198,771	140
Portland, Me.	2,129,895	141
Johnstown	2,059,314	142
Hickory	2,048,264	143
Manchester - Nashua	2,032,475	144
Appleton - Oshkosh - Neenah	1,974,407	145
Kalamazoo	1,963,844	146
Erie	1,948,922	147
Fort Pierce	1,919,893	148
Vancouver	1,915,220	149
Hamilton - Middletown	1,914,438	150
Total Top 150	**1,343,197,343**	
Niagara Falls	1,901,486	151
Spokane	1,901,226	152
Jackson, Miss.	1,872,616	153
Evansville	1,847,486	154
Rockford	1,843,624	155
Benton Harbor	1,796,938	156
Fayetteville, N.C.	1,774,254	157
Lorain - Elyria	1,760,154	158
Bradenton	1,741,484	159
Bremerton	1,601,504	160
Salem, Ore.	1,592,529	161
Chico	1,569,441	162
Duluth	1,559,699	163
Reno	1,541,262	164
Roanoke	1,511,724	165
Modesto	1,503,995	166
Galveston - Texas City	1,477,925	167
Wheeling	1,435,510	168
Houma - Thibodaux	1,422,431	169
Olympia	1,383,073	170
Visalia - Tulare - Porterville	1,373,226	171
Killeen - Temple	1,349,225	172
Macon - Warner Robins	1,346,818	173
Jackson, Mich.	1,332,884	174
Muskegon	1,314,656	175
St. Cloud	1,291,653	176
Lafayette, La.	1,283,330	177
Fort Walton Beach	1,282,425	178
Boulder - Longmont	1,270,478	179
Lexington-Fayette	1,257,099	180
Lima	1,256,218	181
Yakima	1,249,987	182
Eugene - Springfield	1,246,032	183
Asheville	1,183,175	184
Racine	1,178,463	185
Pittsfield	1,170,188	186
Gainesville	1,160,028	187
Anderson, S.C.	1,159,450	188
Burlington, Vt.	1,157,050	189
Colorado Springs	1,144,846	190
Sharon	1,141,165	191
Naples	1,136,545	192
McAllen - Edinburg - Mission	1,130,373	193
Merced	1,128,179	194
Ocala	1,124,858	195
Green Bay	1,120,101	196
Springfield, Ill.	1,114,093	197
Charlottesville	1,104,323	198
South Bend - Mishawaka	1,099,266	199
Savannah	1,080,700	200
Total Top 200	**1,412,422,538**	
Bangor	1,072,264	201
Battle Creek	1,070,645	202
Glens Falls	1,063,280	203
Parkersburg - Marietta	1,057,707	204
Lake Charles	1,052,742	205
Steubenville - Weirton	1,052,727	206
Albuquerque	1,033,196	207
Biloxi - Gulfport	1,007,194	208
Pascagoula	1,004,123	209
Athens	995,704	210
Montgomery	990,303	211
Tallahassee	976,758	212
Springfield, Mo.	964,946	213
Boise	953,608	214
Florence, Ala.	940,748	215
Yuba City	936,624	216
Elkhart - Goshen	925,331	217
Shreveport	918,872	218
Mansfield	907,702	219
Tyler	907,345	220
Joplin	906,554	221
Williamsport	899,627	222
Eau Claire	897,110	223
Fort Smith	892,101	224
Medford	892,015	225
Waco	883,499	226
Hagerstown	881,719	227
Corpus Christi	860,117	228
Monroe	855,186	229
Wausau	851,236	230
State College	845,771	231
Terre Haute	845,732	232
Anderson, Ind.	845,462	233
Anniston	841,549	234
Provo - Orem	830,206	235
Lynchburg	826,212	236
Altoona	820,981	237
Redding	809,846	238
Kankakee	804,707	239
Alexandria, La.	802,860	240
Fort Collins - Loveland	798,379	241
Greeley	788,397	242
Longview - Marshall	777,243	243
Cedar Rapids	774,000	244
Cumberland	765,791	245
Wilmington, N.C.	757,544	246
Jacksonville, N.C.	752,712	247
Bellingham	746,874	248
Kokomo	742,167	249
Panama City	726,813	250
Total Top 250	**1,456,976,767**	
Florence, S.C.	721,678	251
Champaign - Urbana - Rantoul	719,025	252
Santa Fe	708,648	253
Richland - Kennewick - Pasco	707,101	254
Elmira	692,992	255
Burlington, N.C.	686,605	256
Huntsville	680,414	257
Sheboygan	667,408	258
Danville, Va.	663,917	259
Brownsville - Harlingen	648,177	260
Janesville - Beloit	643,981	261
Kenosha	643,308	262
Tuscaloosa	633,656	263
Dothan	629,218	264
Texarkana	625,655	265
Columbus, Ga.	615,661	266
Lafayette - West Lafayette	615,164	267
Topeka	608,729	268
Muncie	590,764	269
Waterloo - Cedar Falls	589,109	270
Fargo - Moorhead	581,425	271
Columbia, Mo.	568,852	272
La Crosse	562,979	273
Bloomington, Ind.	553,473	274
Bloomington - Normal	543,677	275
Amarillo	531,534	276
Billings	520,603	277
Clarksville - Hopkinsville	515,407	278
Rochester, Minn.	487,067	279
Gadsden	486,920	280
El Paso	483,963	281
Decatur	482,991	282
Iowa City	476,805	283
Las Cruces	475,184	284
Sherman - Denison	470,255	285
Vineland - Millville - Bridgeton	395,984	286
Fayetteville - Springdale	390,983	287
Bismarck	389,009	288
Albany, Ga.	388,472	289
Lewiston - Auburn	383,985	290
Lubbock	381,914	291
Sioux City	371,295	292
Odessa	366,321	293
Sioux Falls	357,767	294
Lincoln	329,753	295
Owensboro	324,589	296
Grand Forks	314,122	297
Wichita Falls	295,855	298
Dubuque	295,201	299
Casper	292,086	300
Lawton	289,207	301
Rapid City	268,626	302
Jackson, Tenn.	255,862	303
Pueblo	244,808	304
Cheyenne	232,664	305
Victoria	220,076	306
Great Falls	204,445	307
Lawrence, Kans.	197,504	308
Pine Bluff	173,489	309
San Angelo	151,850	310
Enid	146,709	311
Midland, Tex.	146,069	312
St. Joseph	141,624	313
Abilene	131,117	314
Bryan - College Station	116,803	315
Laredo	93,756	316
Anchorage	0	317
Total Above Areas	**1,486,101,057**	
Percent of U.S.	**100.0000**	
U.S. Total	**1,486,101,057**	

MEDIAN HOUSEHOLD EBI

Area	($)	Rank
Nassau - Suffolk	41,990	1
Bridgeport - Stamford - Norwalk - Danbury	39,168	2
San Jose	37,517	3
Middlesex - Somerset - Hunterdon	37,433	4
Washington	37,209	5
Lake County, Ill.	36,405	6
Oxnard - Ventura	35,502	7
Anaheim - Santa Ana	35,181	8
Brazoria	34,949	9
Bergen - Passaic	34,860	10
Anchorage	34,806	11
Poughkeepsie	33,252	12
Hartford - New Britain - Middletown - Bristol	33,235	13
Trenton	32,805	14
Oakland	32,670	15
Manchester - Nashua	32,617	16
Richland - Kennewick - Pasco	32,613	17
Newark	32,145	18
San Francisco	32,092	19
Joliet	31,870	20
New Haven - Waterbury - Meriden	31,651	21
Aurora - Elgin	31,557	22
Portsmouth - Dover - Rochester	31,400	23
Boston - Lawrence - Salem - Lowell - Brockton	31,333	24
New London - Norwich	31,166	25
Minneapolis - St. Paul	30,927	26
Monmouth - Ocean	30,927	26
Honolulu	30,899	28
Midland, Tex.	30,867	29
Kenosha	30,829	30
Seattle	30,814	31
Rochester, N.Y.	30,176	32
Denver	29,897	33
Rochester, Minn.	29,767	34
Chicago	29,481	35
Wilmington, Del.	29,478	36
Grand Forks	29,301	37
Vallejo - Fairfield - Napa	29,056	38
Peoria	29,038	39
Atlanta	29,025	40
Lorain - Elyria	28,904	41
Wichita	28,845	42
Houston	28,821	43
Santa Rosa - Petaluma	28,813	44
Orange County, N.Y.	28,774	45
Racine	28,740	46
Santa Barbara - Santa Maria - Lompoc	28,687	47
Casper	28,582	48
Dallas	28,471	49
Kansas City	28,349	50
Topeka	28,330	51
Odessa	28,241	52
Baltimore	28,227	53
Detroit	28,160	54
Kokomo	28,154	55
Richmond - Petersburg	28,145	56
Syracuse	28,098	57
Boulder - Longmont	28,036	58
Rockford	28,036	58
Galveston - Texas City	27,925	60
Ann Arbor	27,924	61
Worcester - Fitchburg - Leominster	27,915	62
Omaha	27,889	63
Grand Rapids	27,833	64
Santa Cruz	27,810	65
San Diego	27,773	66
Davenport - Rock Island - Moline	27,749	67
Milwaukee	27,720	68
Fort Worth - Arlington	27,697	69
Beaumont - Port Arthur	27,611	70
Jackson, Mich.	27,578	71
Salinas - Seaside - Monterey	27,566	72
Beaver County, Pa.	27,555	73
Lincoln	27,552	74
St. Louis	27,518	75
Kalamazoo	27,480	76
Decatur	27,447	77
Lansing - East Lansing	27,408	78
Janesville - Beloit	27,305	79
Philadelphia	27,233	80
Gary - Hammond	27,166	81
Santa Fe	27,164	82
Sheboygan	27,040	83
Los Angeles - Long Beach	27,017	84
Bloomington - Normal	27,007	85
Indianapolis	26,956	86
West Palm Beach - Boca Raton - Delray Beach	26,808	87
Albany - Schenectady - Troy	26,745	88
Cedar Rapids	26,735	89
Appleton - Oshkosh - Neenah	26,674	90
Sacramento	26,609	91
Binghamton	26,396	92
Waterloo - Cedar Falls	26,392	93
Reno	26,374	94
Niagara Falls	26,341	95
Fort Wayne	26,281	96
Harrisburg - Lebanon - Carlisle	26,218	97
Madison	26,183	98
Saginaw - Bay City - Midland	26,147	99
Sioux Falls	26,086	100
Portland, Ore.	26,078	101
Cleveland	26,043	102
Burlington, Vt.	26,035	103
Allentown - Bethlehem	26.029	104
Raleigh - Durham	26,013	105
Vancouver	26,001	106
Green Bay	25,982	107
Hamilton - Middletown	25,961	108
Des Moines	25,942	109
Dayton - Springfield	25,919	110
Bismarck	25,902	111
Norfolk - Virginia Beach - Newport News	25,898	112
Bakersfield	25,870	113
Bremerton	25,829	114
Huntsville	25,798	115
Lancaster	25,755	116
Houma - Thibodaux	25,729	117
Cincinnati	25,727	118
Fort Louderdale - Hollywood - Pompano Beach	25,680	119
Phoenix	25,673	120
Providence - Pawtucket - Woonsocket	25,640	121
Buffalo	25,622	122
Pascagoula	25,614	123
Battle Creek	25,611	124
York	25,537	125
Lynchburg	25,528	126
Anderson, Ind.	25,405	127
Toledo	25,402	128
Victoria	25,363	129
Flint	25,346	130
Tyler	25,320	131
Salt Lake City - Ogden	25,311	132
Youngstown - Warren	25,296	133
Akron	25,272	134
Macon - Warner Robins	25,267	135
Olympia	25,222	136
Riverside - San Bernardino	25,165	137
Nashville	25,081	138
Fargo - Moorhead	24,985	139
Springfield, Mass.	24,950	140
Pittsfield	24,923	141
Canton	24,915	142
Reading	24,885	143
Las Vegas	24,823	144
Lake Charles	24,782	145
Austin	24,769	146
Portland, Me.	24,719	147
Charlottesville	24,591	148
Columbus, Ohio	24,556	149
Baton Rouge	24,555	150
Erie	24,555	150
Columbia, S.C.	24,549	152
Charlotte - Gastonia - Rock Hill	24,484	153
Columbia, Mo.	24,482	154
Evansville	24,457	155
Boise	24,397	156
Elkhart - Goshen	24,363	157
South Bend - Mishawaka	24,330	158
Lima	24,304	159
Longview - Marshall	24,276	160
New Bedford - Fall River - Attleboro	24,210	161
Orlando	24,169	162
Lafayette, La.	24,144	163
Pittsburgh	24,121	164
Colorado Springs	24,101	165
Wausau	24,058	166
Mansfield	24,051	167
Amarillo	24,011	168
Fresno	23,959	169
Stockton	23,886	170
La Crosse	23,850	171
Fort Collins - Loveland	23,821	172
Duluth	23,815	173
Springfield, Ill.	23,792	174
Dubuque	23,725	175
Little Rock - North Little Rock	23,700	176
Oklahoma City	23,700	176
New York	23,666	178
Roanoke	23,643	179
Hagerstown	23,623	180
Louisville	23,620	181
Benton Harbor	23,557	182
Jacksonville, Fla.	23,531	183
Muskegon	23,489	184
Kankakee	23,464	185
Greensboro - Winston-Salem - High Point	23,412	186
Tulsa	23,388	187
Muncie	23,387	188
St. Cloud	23,369	189
Corpus Christi	23,304	190
Glens Falls	23,302	191
Vineland - Millville - Bridgeton	23,267	192
Utica - Rome	23,261	193
Pensacola	23,227	194
Lafayette - West Lafayette	23,201	195
Enid	23,126	196
Miami - Hialeah	23,082	197
Savannah	23,059	198
Sherman - Denison	23,021	199
Cheyenne	23,015	200
Modesto	22,984	201
Melbourne - Titusville - Palm Bay	22,983	202
Iowa City	22,980	203
Billings	22,953	204
Fort Walton Beach	22,944	205
Charleston, W.Va.	22,821	206
Hickory	22,719	207
Steubenville - Weirton	22,717	208
Augusta	22,705	209
Albany, Ga.	22,669	210
Burlington, N.C.	22,635	211
San Antonio	22,635	211
San Angelo	22,568	213
Sharon	22,491	214
Champaign - Urbana - Rantoul	22,442	215
Lexington-Fayette	22,423	216
Lawrence, Kans.	22,396	217
Fort Myers - Cape Coral	22,385	218
Sarasota	22,299	219
Rapid City	22,198	220
St. Joseph	22,038	221
Danville, Va.	22,029	222
Bangor	22,006	223
Eau Claire	21,996	224
New Orleans	21,988	225
Jersey City	21,959	226
Albuquerque	21,829	227
Atlantic City	21,815	228
Lawton	21,785	229
Greeley	21,752	230
Elmira	21,719	231
Memphis	21,652	232
Great Falls	21,646	233
Springfield, Mo.	21,636	234
Montgomery	21,609	235
Jackson, Miss.	21,606	236
Lubbock	21,584	237
Parkersburg - Marietta	21,584	237
Mobile	21,572	239
Wichita Falls	21,514	240
Terre Haute	21,493	241
Tampa - St. Petersburg - Clearwater	21,490	242
Tacoma	21,486	243
Shreveport	21,437	244
Williamsport	21,336	245
Sioux City	21,206	246
Bellingham	21,200	247
Wheeling	21,176	248
Anderson, S.C.	21,148	249
Bradenton	21,087	250
Tallahassee	21,070	251
Eugene Springfield	21,035	252
Lewiston - Auburn	21,028	253
Tucson	20,998	254
Abilene	20,953	255
Chattanooga	20,940	256
Owensboro	20,927	257
Greenville - Spartanburg	20,906	258
Naples	20,883	259
Scranton - Wilkes-Barre	20,850	260
Birmingham	20,813	261
Merced	20,786	262
Bryan - College Station	20,783	263
Charleston, S.C.	20,700	264
Altoona	20,600	265
Wilmington, N.C.	20,593	266
Spokane	20,526	267
Asheville	20,483	268
Knoxville	20,471	269
Jackson, Tenn.	20,404	270
Johnson City - Kingsport - Bristol	20,290	271
Waco	20,287	272
Salem, Ore.	20,267	273
Daytona Beach	20,237	274
Cumberland	20,221	275
State College	20,189	276
Provo - Orem	20,171	277
Fort Pierce	20,123	278
Fayetteville, N.C.	20,113	279
Pueblo	20,108	280
Lakeland - Winter Haven	20,064	281
Killeen - Temple	19,947	282
El Paso	19,891	283
Texarkana	19,725	284
Fort Smith	19,639	285
Yuba City	19,636	286
Athens	19,610	287
Redding	19,585	288
Gainesville	19,522	289
Florence, Ala.	19,488	290
Bloomington, Ind.	19,463	291
Columbus, Ga.	19,455	292
Yakima	19,414	293
Medford	19,356	294
Fayetteville - Springdale	19,299	295
Clarksville - Hopkinsville	19,200	296
Chico	19,152	297
Joplin	19,076	298
Biloxi - Gulfport	19,007	299
Huntington - Ashland	18,841	300
Johnstown	18,823	301
Florence, S.C.	18,779	302
Pine Bluff	18,556	303
Monroe	18,528	304
Dothan	18,527	305
Anniston	18,515	306
Alexandria, La.	18,214	307
Tuscaloosa	18,172	308
Visalia - Tulare - Porterville	18,022	309
Panama City	17,303	310
Gadsden	16,889	311
Las Cruces	16,859	312
Ocala	16,832	313
Brownsville - Harlingen	16,693	314
Jacksonville, N.C.	15,915	315
McAllen - Edinburg - Mission	15,580	316
Laredo	15,494	317
Median Above Areas	**26,561**	
U.S. Median	**24,632**	

S&MM METRO MARKET RANKING

BUYING POWER INDEX (BPI)

Area	BPI	Rank
Los Angeles - Long Beach	3.6807	1
New York	3.5418	2
Chicago	2.7245	3
Philadelphia	2.0940	4
Boston - Lawrence - Salem - Lowell - Brockton	1.8931	5
Detroit	1.8864	6
Washington	1.8662	7
Houston	1.4387	8
Nassau - Suffolk	1.4212	9
Atlanta	1.1710	10
Dallas	1.1108	11
Minneapolis - St. Paul	1.1032	12
Anaheim - Santa Ana	1.0864	13
St. Louis	1.0578	14
San Diego	1.0051	15
Baltimore	.9644	16
Oakland	.9591	17
San Francisco	.9128	18
Newark	.8986	19
Pittsburgh	.8623	20
Seattle	.8420	21
Phoenix	.8181	22
Cleveland	.8038	23
Riverside - San Bernardino	.8018	24
Tampa - St. Petersburg - Clearwater	.8009	25
Miami - Hialeah	.7850	26
Denver	.7846	27
San Jose	.7100	28
Bergen - Passaic	.7039	29
Kansas City	.6990	30
Cincinnati	.5950	31
Milwaukee	.5852	32
Sacramento	.5817	33
Fort Lauderdale - Hollywood - Pompano Beach	.5673	34
Columbus, Ohio	.5469	35
Hartford - New Britain - Middletown - Bristol	.5468	36
Fort Worth - Arlington	.5385	37
Indianapolis	.5303	38
New Orleans	.5222	39
Norfolk - Virginia Beach - Newport News	.5209	40
Portland, Ore.	.5060	41
Bridgeport - Stamford - Norwalk - Danbury	.4874	42
Middlesex - Somerset - Hunterdon	.4821	43
San Antonio	.4705	44
Monmouth - Ocean	.4621	45
Charlotte - Gastonia - Rock Hill	.4433	46
Rochester, N.Y.	.4397	47
Oklahoma City	.4361	48
Nashville	.3942	49
Buffalo	.3915	50
Total Top 50	**49.5849**	
Dayton - Springfield	.3892	51
Orlando	.3892	51
West Palm Beach - Boca Raton - Delray Beach	.3840	53
Louisville	.3837	54
Memphis	.3825	55
Providence - Pawtucket - Woonsocket	.3755	56
Greensboro - Winston-Salem - High Point	.3739	57
Salt Lake City - Ogden	.3718	58
Albany - Schenectady - Troy	.3696	59
New Haven - Waterbury - Meriden	.3660	60
Honolulu	.3535	61
Richmond - Petersburg	.3490	62
Jacksonville, Fla.	.3397	63
Birmingham	.3353	64
Austin	.3162	65
Tulsa	.2976	66
Worcester - Fitchburg - Leominster	.2875	67
Raleigh - Durham	.2818	68
Allentown - Bethlehem	.2760	69
Grand Rapids	.2756	70
Syracuse	.2755	71
Oxnard - Ventura	.2751	72
Omaha	.2746	73
Toledo	.2714	74
Scranton - Wilkes-Barre	.2713	75
Akron	.2611	76
Harrisburg - Lebanon - Carlisle	.2575	77
Springfield, Mass.	.2544	78
Las Vegas	.2524	79
Knoxville	.2498	80
Gary - Hammond	.2450	81
Wilmington, Del.	.2438	82
Tucson	.2337	83
Fresno	.2334	84
Lake County, Ill.	.2327	85
Greenville - Spartanburg	.2300	86
Wichita	.2141	87
New Bedford - Fall River - Attleboro	.2128	88
Jersey City	.2125	89
Baton Rouge	.2118	90
Little Rock - North Little Rock	.2067	91
Youngstown - Warren	.2028	92
Bakersfield	.2005	93
Tacoma	.1982	94
Albuquerque	.1894	95
Lansing - East Lansing	.1814	96
Columbia, S.C.	.1797	97
Flint	.1792	98
Mobile	.1756	99
Charleston, S.C.	.1752	100
Total Top 100	**63.2841**	
El Paso	.1745	101
Santa Barbara - Santa Maria - Lompoc	.1720	102
Des Moines	.1708	103
Saginaw - Bay City - Midland	.1681	104
Chattanooga	.1656	105
Stockton	.1653	106
Davenport - Rock Island - Moline	.1628	107
Johnson City - Kingsport - Bristol	.1622	108
Beaumont - Port Arthur	.1614	109
Vallejo - Fairfield - Napa	.1614	109
Manchester - Nashua	.1609	111
Santa Rosa - Petaluma	.1595	112
Lancaster	.1592	113
Trenton	.1578	114
Canton	.1559	115
Madison	.1554	116
Portsmouth - Dover - Rochester	.1535	117
Peoria	.1527	118
York	.1524	119
Colorado Springs	.1523	120
Jackson, Miss.	.1507	121
Aurora - Elgin	.1454	122
Fort Wayne	.1446	123
Augusta	.1440	124
Joliet	.1436	125
Melbourne - Titusville - Palm Bay	.1427	126
Shreveport	.1404	127
Corpus Christi	.1396	128
Atlantic City	.1391	129
Anchorage	.1390	130
Reading	.1390	130
Lexington-Fayette	.1382	132
Salinas - Seaside - Monterey	.1379	133
Spokane	.1355	134
Lakeland - Winter Haven	.1353	135
Daytona Beach	.1320	136
Pensacola	.1296	137
Ann Arbor	.1216	138
Fort Myers - Cape Coral	.1213	139
Modesto	.1206	140
Utica - Rome	.1204	141
Appleton - Oshkosh - Neenah	.1197	142
Evansville	.1195	143
Sarasota	.1195	143
Rockford	.1187	145
Huntington - Ashland	.1180	146
Portland, Me.	.1180	146
New London - Norwich	.1171	148
Orange County, N.Y.	.1165	149
Poughkeepsie	.1148	150
Total Top 150	**70.4301**	
Reno	.1122	151
Macon - Warner Robins	.1121	152
Binghamton	.1110	153
Montgomery	.1100	154
Charleston, W.Va.	.1081	155
Erie	.1077	156
Lorain - Elyria	.1048	157
McAllen - Edinburg - Mission	.1017	158
Boulder - Longmont	.1008	159
Duluth	.0998	160
Santa Cruz	.0996	161
Hamilton - Middletown	.0993	162
South Bend - Mishawaka	.0992	163
Eugene - Springfield	.0988	164
Kalamazoo	.0979	165
Visalia - Tulare - Porterville	.0969	166
Savannah	.0956	167
Springfield, Mo.	.0935	168
Huntsville	.0930	169
Fayetteville, N.C.	.0929	170
Roanoke	.0923	171
Galveston - Texas City	.0916	172
Lafayette, La.	.0914	173
Lincoln	.0902	174
Salem, Ore.	.0897	175
Lubbock	.0895	176
Columbus, Ga.	.0866	177
Amarillo	.0859	178
Killeen - Temple	.0835	179
Hickory	.0833	180
Niagara Falls	.0832	181
Tallahassee	.0831	182
Brazoria	.0823	183
Fort Pierce	.0822	184
Johnstown	.0818	185
Springfield, Ill.	.0818	185
Boise	.0775	187
Brownsville - Harlingen	.0773	188
Bradenton	.0769	189
Gainesville	.0762	190
Vancouver	.0757	191
Green Bay	.0750	192
Topeka	.0747	193
Longview - Marshall	.0733	194
St. Cloud	.0733	194
Beaver County, Pa.	.0729	196
Cedar Rapids	.0729	196
Biloxi - Gulfport	.0727	198
Waco	.0717	199
Fort Collins - Loveland	.0711	200
Total Top 200	**74.8846**	
Asheville	.0710	201
Houma - Thibodaux	.0706	202
Odessa	.0700	203
Champaign - Urbana - Rantoul	.0688	204
Racine	.0687	205
Provo - Orem	.0685	206
Wheeling	.0669	207
Lake Charles	.0666	208
Pittsfield	.0660	209
Chico	.0659	210
Tyler	.0647	211
Fargo - Moorhead	.0644	212
Fort Smith	.0636	213
Ocala	.0636	213
Yakima	.0636	213
Midland, Tex.	.0631	216
Bremerton	.0628	217
Benton Harbor	.0625	218
Lima	.0621	219
Waterloo - Cedar Falls	.0621	219
Elkhart - Goshen	.0615	221
Richland - Kennewick - Pasco	.0606	222
Parkersburg - Marietta	.0595	223
Burlington, Vt.	.0592	224
Olympia	.0588	225
Naples	.0585	226
Lynchburg	.0584	227
Merced	.0577	228
Sioux Falls	.0577	228
Fort Walton Beach	.0573	230
Jackson, Mich.	.0572	231
Muskegon	.0572	231
Janesville - Beloit	.0564	233
Terre Haute	.0564	233
Abilene	.0557	235
Decatur	.0557	235
Bangor	.0553	237
Battle Creek	.0552	238
Charlottesville	.0542	239
Bloomington - Normal	.0541	240
Steubenville - Weirton	.0539	241
Eau Claire	.0536	242
Wichita Falls	.0536	242
Clarksville - Hopkinsville	.0533	244
Billings	.0532	245
Vineland - Millville - Bridgeton	.0529	246
Anderson, Ind.	.0527	247
Athens	.0527	247
Mansfield	.0523	249
Monroe	.0510	250
Total Top 250	**77.8761**	
Anderson, S.C.	.0508	251
Redding	.0506	252
Muncie	.0504	253
Joplin	.0503	254
Medford	.0502	255
Altoona	.0501	256
Kenosha	.0500	257
Bryan - College Station	.0498	258
Wilmington, N.C.	.0493	259
Tuscaloosa	.0492	260
Lafayette - West Lafayette	.0490	261
Alexandria, La.	.0481	262
Florence, Ala.	.0474	263
Rochester, Minn.	.0474	263
Dothan	.0471	265
Greeley	.0470	266
Santa Fe	.0469	267
Pascagoula	.0461	268
Kokomo	.0458	269
Sioux City	.0455	270
Texarkana	.0455	270
Burlington, N.C.	.0448	272
Glens Falls	.0448	272
Albany, Ga.	.0443	274
Pueblo	.0443	274
Sharon	.0441	276
Bellingham	.0440	277
Hagerstown	.0437	278
Columbia, Mo.	.0435	279
Panama City	.0434	280
San Angelo	.0433	281
Williamsport	.0433	281
Laredo	.0429	283
Lawton	.0423	284
Florence, S.C.	.0422	285
Wausau	.0415	286
Yuba City	.0408	287
State College	.0403	288
Fayetteville - Springdale	.0401	289
Sherman - Denison	.0392	290
La Crosse	.0391	291
Jacksonville, N.C.	.0390	292
Lewiston - Auburn	.0389	293
Sheboygan	.0389	293
Bismarck	.0387	295
Anniston	.0386	296
Danville, Va.	.0385	297
Las Cruces	.0385	297
Bloomington, Ind.	.0374	299
Kankakee	.0371	300
Cumberland	.0368	301
Elmira	.0355	302
Rapid City	.0350	303
St. Joseph	.0350	303
Iowa City	.0347	305
Owensboro	.0346	306
Dubuque	.0340	307
Casper	.0334	308
Jackson, Tenn.	.0329	309
Gadsden	.0327	310
Grand Forks	.0325	311
Victoria	.0325	311
Cheyenne	.0321	313
Great Falls	.0311	314
Pine Bluff	.0301	315
Lawrence, Kans.	.0285	316
Enid	.0275	317
Total Above Areas	**80.6490**	
Percent of U.S.	**80.6490**	
U.S. Total	**100.0000**	

PER HOUSEHOLD RETAIL SALES

Area	($)	Rank
Laredo	31,952	1
Anchorage	30,226	2
Odessa	28,421	3
Portland, Me.	28,199	4
Midland, Tex.	27,662	5
Abilene	26,207	6
St. Cloud	25,465	7
Bridgeport - Stamford - Norwalk - Danbury	24,944	8
Manchester - Nashua	24,434	9
Nassau - Suffolk	24,240	10
Burlington, Vt.	23,599	11
Bergen - Passaic	22,962	12
Rochester, Minn.	22,811	13
Santa Barbara - Santa Maria - Lompoc	22,742	14
Portsmouth - Dover - Rochester	22,586	15
Boston - Lawrence - Salem - Lowell - Brockton	21,962	16
Jackson, Tenn.	21,953	17
Terre Haute	21,854	18
San Francisco	21,765	19
Victoria	21,680	20
Burlington, N.C.	21,615	21
Rapid City	21,490	22
Wilmington, N.C.	21,489	23
San Angelo	21,347	24
Middlesex - Somerset - Hunterdon	21,263	25
Casper	21,221	26
Reno	21,084	27
Lafayette, La.	21,072	28
San Jose	20,965	29
Longview - Marshall	20,964	30
Hartford - New Britain - Middletown - Bristol	20,960	31
Pittsfield	20,931	32
New Bedford - Fall River - Attleboro	20,928	33
Wichita Falls	20,922	34
Atlantic City	20,876	35
Anaheim - Santa Ana	20,828	36
Naples	20,558	37
Bangor	20,499	38
Cheyenne	20,460	39
Washington	20,311	40
Atlanta	20,295	41
Grand Forks	20,269	42
Miami - Hialeah	20,227	43
Toledo	20,073	44
Elkhart - Goshen	20,062	45
Billings	20,053	46
Oklahoma City	20,020	47
Trenton	19,985	48
Knoxville	19,905	49
Lubbock	19,791	50
Honolulu	19,759	51
New London - Norwich	19,630	52
Muncie	19,620	53
Lake County, Ill.	19,602	54
Springfield, Mass.	19,506	55
Orlando	19,416	56
Dallas	19,380	57
Memphis	19,371	58
Charlottesville	19,367	59
Minneapolis - St. Paul	19,223	60
Saginaw - Bay City - Midland	19,214	61
Kalamazoo	19,210	62
Corpus Christi	19,191	63
Kansas City	19,178	64
Boulder - Longmont	19,074	65
Ann Arbor	19,061	66
Fargo - Moorhead	19,060	67
New Haven - Waterbury - Meriden	19,037	68
Kokomo	19,033	69
Asheville	19,000	70
Las Vegas	18,969	71
Indianapolis	18,881	72
Brownsville - Harlingen	18,875	73
Albany, Ga.	18,871	74
Bismarck	18,810	75
Amarillo	18,727	76
Wilmington, Del.	18,697	77
Harrisburg - Lebanon - Carlisle	18,696	78
Flint	18,657	79
Sioux Falls	18,632	80
Bryan - College Station	18,624	81
Fort Lauderdale - Hollywood - Pompano Beach	18,610	82
Owensboro	18,591	83
Houston	18,485	84
West Palm Beach - Boca Raton - Delray Beach	18,481	85
Fort Worth - Arlington	18,462	86
Monmouth - Ocean	18,364	87
Lansing - East Lansing	18,316	88
Grand Rapids	18,283	89
St. Louis	18,181	90
Fort Walton Beach	18,139	91
Madison	18,105	92
St. Joseph	18,086	93
Richmond - Petersburg	18,036	94
Orange County, N.Y.	17,991	95
Denver	17,981	96
Springfield, Mo.	17,974	97
Reading	17,935	98
South Bend - Mishawaka	17,906	99
Oakland	17,873	100
Savannah	17,846	101
Detroit	17,831	102
Charlotte - Gastonia - Rock Hill	17,811	103
San Diego	17,738	104
Nashville	17,735	105
Evansville	17,717	106
Santa Fe	17,695	107
Los Angeles - Long Beach	17,662	108
Lexington-Fayette	17,642	109
Lafayette - West Lafayette	17,602	110
Lynchburg	17,600	111
Sarasota	17,570	112
Omaha	17,566	113
Philadelphia	17,551	114
Beaumont - Port Arthur	17,524	115
Glens Falls	17,508	116
Dothan	17,501	117
Newark	17,498	118
Cleveland	17,470	119
La Crosse	17,399	120
Lima	17,371	121
Lewiston - Auburn	17,367	122
Seattle	17,358	123
Bloomington - Normal	17,342	124
Worcester - Fitchburg - Leominster	17,328	125
Raleigh - Durham	17,309	126
Lancaster	17,297	127
Texarkana	17,286	128
Gary - Hammond	17,284	129
Norfolk - Virginia Beach - Newport News	17,284	129
Houma - Thibodaux	17,250	131
Macon - Warner Robins	17,241	132
Portland, Ore.	17,240	133
Oxnard - Ventura	17,172	134
Salinas - Seaside - Monterey	17,170	135
Panama City	17,167	136
Florence, S.C.	17,163	137
Fort Wayne	17,148	138
Tyler	17,137	139
Columbus, Ohio	17,126	140
Eau Claire	17,073	141
McAllen - Edinburg - Mission	17,071	142
Baltimore	17,050	143
Chattanooga	17,038	144
Little Rock - North Little Rock	17,014	145
San Antonio	17,003	146
Sacramento	16,986	147
Topeka	16,975	148
Champaign - Urbana - Rantoul	16,931	149
Lake Charles	16,930	150
Cincinnati	16,920	151
Poughkeepsie	16,916	152
Providence - Pawtucket - Woonsocket	16,912	153
Austin	16,907	154
Des Moines	16,872	155
Colorado Springs	16,871	156
Vineland - Millville - Bridgeton	16,871	156
Fayetteville, N.C.	16,866	158
Mansfield	16,863	159
Baton Rouge	16,844	160
Hagerstown	16,833	161
Galveston - Texas City	16,817	162
New Orleans	16,814	163
Greensboro - Winston-Salem - High Point	16,786	164
Ocala	16,776	165
Visalia - Tulare - Porterville	16,762	166
Albany - Schenectady - Troy	16,753	167
Enid	16,673	168
Dubuque	16,639	169
Chicago	16,631	170
Albuquerque	16,625	171
Joplin	16,555	172
Columbia, S.C.	16,540	173
Roanoke	16,512	174
Bradenton	16,478	175
Phoenix	16,475	176
Decatur	16,425	177
Jacksonville, N.C.	16,397	178
Louisville	16,380	179
Modesto	16,380	179
Anderson, Ind.	16,311	181
Green Bay	16,305	182
Wichita	16,291	183
Athens	16,272	184
Fayetteville - Springdale	16,244	185
Rochester, N.Y.	16,207	186
Fort Pierce	16,205	187
Gainesville	16,176	188
Fort Myers - Cape Coral	16,088	189
Charleston, S.C.	16,082	190
Sioux City	16,066	191
Waco	16,056	192
Redding	16,039	193
Charleston, W.Va.	16,030	194
Rockford	16,008	195
Lawton	15,994	196
Greenville - Spartanburg	15,985	197
Salt Lake City - Ogden	15,953	198
Allentown - Bethlehem	15,949	199
Richland - Kennewick - Pasco	15,916	200
Monroe	15,897	201
Elmira	15,893	202
Jacksonville, Fla.	15,884	203
Syracuse	15,870	204
Bakersfield	15,864	205
Santa Rosa - Petaluma	15,853	206
Mobile	15,839	207
Jackson, Miss.	15,805	208
Parkersburg - Marietta	15,801	209
Shreveport	15,760	210
Duluth	15,757	211
Dayton - Springfield	15,755	212
Great Falls	15,737	213
Akron	15,711	214
Biloxi - Gulfport	15,704	215
Altoona	15,687	216
Janesville - Beloit	15,673	217
Vallejo - Fairfield - Napa	15,652	218
Canton	15,577	219
Cedar Rapids	15,565	220
Riverside - San Bernardino	15,520	221
Tallahassee	15,454	222
Bloomington, Ind.	15,418	223
Davenport - Rock Island - Moline	15,395	224
Hickory	15,358	225
Fresno	15,350	226
Sherman - Denison	15,336	227
Tampa - St. Petersburg - Clearwater	15,285	228
Milwaukee	15,265	229
Tulsa	15,254	230
State College	15,218	231
Springfield, Ill.	15,201	232
Lawrence, Kans.	15,197	233
Huntsville	15,164	234
Santa Cruz	15,103	235
Columbus, Ga.	15,102	236
Binghamton	15,092	237
Spokane	15,065	238
Battle Creek	14,996	239
Buffalo	14,973	240
Youngstown - Warren	14,944	241
Pine Bluff	14,906	242
Medford	14,891	243
Fort Collins - Loveland	14,882	244
El Paso	14,880	245
Jackson, Mich.	14,873	246
Clarksville - Hopkinsville	14,848	247
Pensacola	14,839	248
Augusta	14,817	249
Wheeling	14,797	250
Bellingham	14,796	251
Daytona Beach	14,776	252
Killeen - Temple	14,774	253
Montgomery	14,759	254
Lakeland - Winter Haven	14,733	255
Huntington - Ashland	14,731	256
Johnson City - Kingsport - Bristol	14,729	257
Waterloo - Cedar Falls	14,703	258
Stockton	14,640	259
Erie	14,605	260
Merced	14,603	261
Las Cruces	14,567	262
Melbourne - Titusville - Palm Bay	14,556	263
Williamsport	14,516	264
Scranton - Wilkes-Barre	14,495	265
Columbia, Mo.	14,492	266
Pittsburgh	14,467	267
Chico	14,382	268
Olympia	14,361	269
Tuscaloosa	14,347	270
Yuba City	14,343	271
Tacoma	14,337	272
Appleton - Oshkosh - Neenah	14,285	273
Aurora - Elgin	14,280	274
Alexandria, La.	14,273	275
Peoria	14,239	276
Brazoria	14,238	277
Utica - Rome	14,230	278
Pascagoula	14,198	279
Lincoln	14,187	280
Eugene - Springfield	14,106	281
Kenosha	13,942	282
Tucson	13,918	283
Lorain - Elyria	13,913	284
Cumberland	13,882	285
Boise	13,743	286
Benton Harbor	13,697	287
Birmingham	13,678	288
Muskegon	13,581	289
Racine	13,518	290
Pueblo	13,496	291
Wausau	13,423	292
Yakima	13,402	293
Fort Smith	13,390	294
York	13,345	295
Kankakee	13,226	296
Anderson, S.C.	13,140	297
New York	13,133	298
Jersey City	13,114	299
Iowa City	13,077	300
Joliet	12,841	301
Florence, Ala.	12,757	302
Salem, Ore.	12,742	303
Provo - Orem	12,725	304
Niagara Falls	12,708	305
Hamilton - Middletown	12,597	306
Sharon	12,461	307
Steubenville - Weirton	12,458	308
Sheboygan	12,280	309
Danville, Va.	12,179	310
Beaver County, Pa.	12,175	311
Greeley	12,174	312
Bremerton	11,604	313
Gadsden	11,080	314
Johnstown	11,004	315
Vancouver	10,784	316
Anniston	10,739	317
Average Above Areas	**17,476**	
U.S. Average	**16,462**	

TOTAL RETAIL SALES

Area	($000)	Rank
Los Angeles - Long Beach	53,797,936	1
New York	44,722,153	2
Chicago	37,545,044	3
Philadelphia	31,122,684	4
Boston - Lawrence - Salem - Lowell - Brockton	30,511,219	5
Detroit	28,365,464	6
Washington	26,757,621	7
Houston	21,801,603	8
Nassau - Suffolk	20,979,657	9
Atlanta	19,050,548	10
Dallas	17,259,871	11
Minneapolis - St. Paul	16,837,510	12
St. Louis	16,174,236	13
Anaheim - Santa Ana	16,116,999	14
San Francisco	14,541,387	15
San Diego	14,346,841	16
Baltimore	14,264,185	17
Miami - Hialeah	13,594,699	18
Oakland	13,458,445	19
Cleveland	12,444,134	20
Phoenix	12,339,829	21
Tampa - St. Petersburg - Clearwater	12,338,307	22
Seattle	12,242,697	23
Pittsburgh	12,087,280	24
Newark	12,033,488	25
Denver	11,941,172	26
Riverside - San Bernardino	11,242,780	27
Bergen - Passaic	11,076,650	28
Kansas City	11,010,066	29
San Jose	10,350,236	30
Fort Lauderdale - Hollywood - Pompano Beach	9,232,189	31
Cincinnati	8,965,943	32
Sacramento	8,635,629	33
Indianapolis	8,515,255	34
Columbus, Ohio	8,496,381	35
Hartford - New Britain - Middletown - Bristol	8,476,312	36
Fort Worth - Arlington	8,339,141	37
New Orleans	8,302,674	38
Milwaukee	8,056,639	39
Portland, Ore.	7,870,161	40
Norfolk - Virginia Beach - Newport News	7,684,514	41
Oklahoma City	7,609,480	42
Bridgeport - Stamford - Norwalk - Danbury	7,393,467	43
San Antonio	7,188,738	44
Charlotte - Gastonia - Rock Hill	7,099,408	45
Middlesex - Somerset - Hunterdon	7,069,836	46
Memphis	6,632,575	47
Monmouth - Ocean	6,620,082	48
Orlando	6,597,486	49
Nashville	6,184,212	50
Total Top 50	**735,324,863**	
West Palm Beach - Boca Raton - Delray Beach	6,002,627	51
Rochester, N.Y.	5,914,110	52
Louisville	5,849,128	53
Greensboro - Winston-Salem - High Point	5,817,966	54
Dayton - Springfield	5,613,552	55
Providence - Pawtucket - Woonsocket	5,559,061	56
Salt Lake City - Ogden	5,424,060	57
New Haven - Waterbury - Meriden	5,408,298	58
Buffalo	5,391,894	59
Albany - Schenectady - Troy	5,360,877	60
Richmond - Petersburg	5,309,667	61
Honolulu	5,107,706	62
Jacksonville, Fla.	5,097,040	63
Birmingham	4,758,461	64
Austin	4,728,756	65
Toledo	4,622,851	66
Knoxville	4,599,978	67
Tulsa	4,377,793	68
Las Vegas	4,338,210	69
Raleigh - Durham	4,251,058	70
Grand Rapids	4,238,030	71
Springfield, Mass.	4,213,264	72
Worcester - Fitchburg - Leominster	4,209,033	73
Harrisburg - Lebanon - Carlisle	4,165,367	74
Omaha	4,045,550	75
Scranton - Wilkes-Barre	4,039,737	76
Allentown - Bethlehem	4,035,091	77
Akron	3,808,456	78
New Bedford - Fall River - Attleboro	3,771,176	79
Gary - Hammond	3,766,179	80
Syracuse	3,740,584	81
Greenville - Spartanburg	3,673,331	82
Wilmington, Del.	3,660,870	83
Oxnard - Ventura	3,515,122	84
Tucson	3,405,661	85
Baton Rouge	3,240,811	86
Fresno	3,235,826	87
Little Rock - North Little Rock	3,159,547	88
Lake County, Ill.	3,097,077	89
Albuquerque	3,020,801	90
Flint	2,977,633	91
Wichita	2,932,315	92
Tacoma	2,918,980	93
Santa Barbara - Santa Maria - Lompoc	2,901,920	94
Youngstown - Warren	2,867,664	95
Manchester - Nashua	2,819,697	96
Jersey City	2,818,105	97
Bakersfield	2,792,087	98
Lansing - East Lansing	2,785,890	99
Saginaw - Bay City - Midland	2,772,606	100
Total Top 100	**941,486,394**	
Chattanooga	2,758,409	101
Charleston, S.C.	2,725,820	102
Mobile	2,698,888	103
Anchorage	2,675,045	104
Columbia, S.C.	2,661,318	105
Portsmouth - Dover - Rochester	2,599,623	106
Des Moines	2,588,220	107
Atlantic City	2,515,590	108
Portland, Me.	2,475,843	109
Johnson City - Kingsport - Bristol	2,470,126	110
El Paso	2,468,560	111
Beaumont - Port Arthur	2,465,575	112
Madison	2,458,607	113
Lancaster	2,433,663	114
Colorado Springs	2,339,949	115
Corpus Christi	2,304,853	116
Canton	2,300,766	117
Trenton	2,300,232	118
Stockton	2,283,819	119
Jackson, Miss.	2,260,168	120
Davenport - Rock Island - Moline	2,250,797	121
Reading	2,249,105	122
Lexington-Fayette	2,208,744	123
Fort Wayne	2,206,944	124
Santa Rosa - Petaluma	2,183,022	125
Vallejo - Fairfield - Napa	2,161,595	126
Shreveport	2,141,725	127
Spokane	2,122,615	128
Melbourne - Titusville - Palm Bay	2,109,101	129
Lakeland - Winter Haven	2,055,253	130
Augusta	2,049,248	131
Daytona Beach	2,034,602	132
Reno	2,021,916	133
Sarasota	2,015,247	134
York	1,989,749	135
Peoria	1,925,148	136
Evansville	1,915,165	137
Salinas - Seaside - Monterey	1,907,547	138
Fort Myers - Cape Coral	1,895,169	139
Ann Arbor	1,879,430	140
Pensacola	1,860,869	141
Huntington - Ashland	1,844,282	142
Modesto	1,809,954	143
Aurora - Elgin	1,756,402	144
New London - Norwich	1,754,912	145
Macon - Warner Robins	1,725,782	146
Charleston, W.Va.	1,699,144	147
Rockford	1,692,063	148
Orange County, N.Y.	1,689,330	149
McAllen - Edinburg - Mission	1,681,474	150
Total Top 150	**1,050,107,802**	
Utica - Rome	1,650,693	151
Boulder - Longmont	1,621,330	152
Lafayette, La.	1,609,880	153
Joliet	1,607,737	154
Appleton - Oshkosh - Neenah	1,599,889	155
South Bend - Mishawaka	1,599,033	156
Montgomery	1,592,463	157
Visalia - Tulare - Porterville	1,589,050	158
Kalamazoo	1,552,188	159
Springfield, Mo.	1,551,125	160
Lubbock	1,549,674	161
Savannah	1,540,126	162
Duluth	1,515,823	163
Erie	1,499,920	164
Poughkeepsie	1,497,071	165
Binghamton	1,492,616	166
Eugene - Springfield	1,471,299	167
St. Cloud	1,443,862	168
Fayetteville, N.C.	1,425,184	169
Roanoke	1,416,764	170
Amarillo	1,413,889	171
Odessa	1,412,505	172
Brownsville - Harlingen	1,355,191	173
Fort Pierce	1,349,886	174
Galveston - Texas City	1,333,584	175
Lorain - Elyria	1,332,893	176
Longview - Marshall	1,301,855	177
Columbus, Ga.	1,288,196	178
Santa Cruz	1,285,236	179
Asheville	1,280,598	180
Huntsville	1,275,258	181
Bradenton	1,268,806	182
Hickory	1,245,500	183
Tallahassee	1,244,029	184
Salem, Ore.	1,238,516	185
Hamilton - Middletown	1,225,734	186
Gainesville	1,213,207	187
Springfield, Ill.	1,200,913	188
Midland, Tex.	1,161,797	189
Abilene	1,155,725	190
Killeen - Temple	1,149,405	191
Pittsfield	1,149,121	192
Lincoln	1,144,866	193
Biloxi - Gulfport	1,136,987	194
Ocala	1,134,064	195
Green Bay	1,120,176	196
Waco	1,117,515	197
Burlington, Vt.	1,094,975	198
Houma - Thibodaux	1,076,382	199
Terre Haute	1,073,019	200
Total Top 200	**1,117,713,357**	
Topeka	1,071,120	201
Elkhart - Goshen	1,063,283	202
Naples	1,062,869	203
Fargo - Moorhead	1,050,224	204
Lake Charles	1,049,676	205
Johnstown	1,043,153	206
Champaign - Urbana - Rantoul	1,042,944	207
Cedar Rapids	1,042,861	208
Fort Collins - Loveland	1,031,295	209
Wheeling	1,028,396	210
Boise	1,026,576	211
Niagara Falls	1,016,667	212
Laredo	1,016,065	213
Bangor	994,211	214
Chico	992,369	215
Lima	984,948	216
Tyler	978,515	217
Billings	960,526	218
Wichita Falls	960,340	219
Brazoria	956,803	220
Wilmington, N.C.	951,981	221
Parkersburg - Marietta	941,732	222
Fort Walton Beach	941,399	223
Yakima	916,704	224
Sioux Falls	907,399	225
Charlottesville	894,746	226
Lynchburg	894,091	227
Fort Smith	891,779	228
Beaver County, Pa.	872,971	229
Provo - Orem	872,947	230
Muncie	865,227	231
Vancouver	856,247	232
Racine	854,340	233
Eau Claire	851,958	234
Burlington, N.C.	849,472	235
Athens	844,534	236
Joplin	839,315	237
Benton Harbor	838,233	238
Waterloo - Cedar Falls	836,591	239
Rochester, Minn.	828,042	240
Mansfield	824,618	241
Olympia	822,898	242
Bryan - College Station	821,323	243
Monroe	817,091	244
Richland - Kennewick - Pasco	814,894	245
Dothan	813,777	246
Redding	813,167	247
Janesville - Beloit	810,305	248
Merced	809,027	249
Vineland - Millville - Bridgeton	808,140	250
Total Top 250	**1,163,791,146**	
Decatur	803,171	251
Altoona	801,616	252
Anderson, Ind.	795,976	253
Bloomington - Normal	792,514	254
Medford	792,219	255
Panama City	782,796	256
Battle Creek	775,288	257
Texarkana	772,662	258
Clarksville - Hopkinsville	772,113	259
Muskegon	768,685	260
San Angelo	768,481	261
Jackson, Mich.	762,996	262
Lafayette - West Lafayette	755,119	263
Tuscaloosa	751,802	264
Albany, Ga.	751,085	265
Bremerton	736,829	266
Kokomo	730,861	267
Anderson, S.C.	721,378	268
Florence, S.C.	720,836	269
Sioux City	719,771	270
Steubenville - Weirton	718,819	271
Alexandria, La.	713,669	272
Santa Fe	709,559	273
Glens Falls	705,572	274
Hagerstown	691,825	275
Florence, Ala.	672,296	276
Bellingham	662,870	277
Fayetteville - Springdale	649,750	278
Lewiston - Auburn	649,517	279
Pueblo	649,143	280
Jackson, Tenn.	647,616	281
Williamsport	637,237	282
Rapid City	627,505	283
Pascagoula	620,468	284
Bismarck	615,092	285
Greeley	614,796	286
La Crosse	614,194	287
Kenosha	612,056	288
Lawton	609,374	289
Owensboro	604,204	290
Yuba City	596,657	291
State College	595,039	292
Las Cruces	594,339	293
Jacksonville, N.C.	591,949	294
Cheyenne	585,168	295
St. Joseph	582,377	296
Sharon	579,428	297
Casper	579,337	298
Victoria	578,852	299
Sherman - Denison	578,149	300
Columbia, Mo.	569,524	301
Bloomington, Ind.	558,145	302
Wausau	557,064	303
Cumberland	545,571	304
Elmira	545,133	305
Dubuque	519,126	306
Danville, Va.	493,249	307
Kankakee	488,055	308
Great Falls	486,280	309
Grand Forks	484,430	310
Anniston	474,661	311
Sheboygan	464,184	312
Pine Bluff	457,681	313
Iowa City	436,759	314
Gadsden	433,219	315
Enid	428,494	316
Lawrence, Kans.	392,081	317
Total Above Areas	**1,206,287,857**	
Percent of U.S.	**81.7172**	
U.S. Total	**1,476,173,090**	

EATING AND DRINKING PLACE SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,753,097	1
New York	5,707,216	2
Boston - Lawrence - Salem - Lowell - Brockton	3,880,022	3
Chicago	3,873,338	4
Philadelphia	2,809,543	5
Washington	2,738,363	6
Detroit	2,700,530	7
Houston	2,450,297	8
San Francisco	2,177,618	9
Atlanta	2,003,375	10
Dallas	1,976,825	11
Anaheim - Santa Ana	1,818,722	12
Nassau - Suffolk	1,603,085	13
San Diego	1,565,628	14
Minneapolis - St. Paul	1,542,539	15
St. Louis	1,505,043	16
Denver	1,411,129	17
Seattle	1,374,398	18
Baltimore	1,371,232	19
Phoenix	1,275,148	20
Tampa - St. Petersburg - Clearwater	1,273,913	21
Oakland	1,260,085	22
Cleveland	1,256,272	23
Miami - Hialeah	1,227,425	24
Pittsburgh	1,188,963	25
Riverside - San Bernardino	1,130,292	26
San Jose	1,068,714	27
Fort Lauderdale - Hollywood - Pompano Beach	1,054,056	28
New Orleans	1,036,401	29
Newark	1,030,981	30
Cincinnati	981,257	31
Kansas City	975,965	32
Bergen - Passaic	931,496	33
Honolulu	929,327	34
Columbus, Ohio	913,313	35
Sacramento	903,194	36
Hartford - New Britain - Middletown - Bristol	879,870	37
San Antonio	876,006	38
Fort Worth - Arlington	869,083	39
Oklahoma City	859,357	40
Indianapolis	858,404	41
Milwaukee	847,226	42
Portland, Ore.	822,554	43
Norfolk - Virginia Beach - Newport News	749,946	44
Orlando	728,475	45
Bridgeport - Stamford - Norwalk - Danbury	700,280	46
Louisville	632,818	47
West Palm Beach - Boca Raton - Delray Beach	621,926	48
Nashville	609,311	49
Charlotte - Gastonia - Rock Hill	596,393	50
Total Top 50	**77,350,451**	
Greensboro - Winston-Salem - High Point	576,608	51
Austin	570,723	52
Providence - Pawtucket - Woonsocket	570,448	53
Rochester, N.Y.	567,890	54
Dayton - Springfield	565,272	55
New Haven - Waterbury - Meriden	564,005	56
Buffalo	561,026	57
Monmouth - Ocean	559,609	58
Memphis	552,399	59
Middlesex - Somerset - Hunterdon	540,468	60
Knoxville	524,185	61
Jacksonville, Fla.	500,134	62
Toledo	493,667	63
Tulsa	484,091	64
Las Vegas	464,423	65
Worcester - Fitchburg - Leominster	449,353	66
Salt Lake City - Ogden	447,381	67
Springfield, Mass.	447,113	68
Richmond - Petersburg	445,045	69
Raleigh - Durham	425,478	70
Omaha	410,661	71
Albany - Schenectady - Troy	407,614	72
Akron	405,947	73
Gary - Hammond	398,714	74
Birmingham	398,264	75
Grand Rapids	383,661	76
Tucson	376,925	77
Scranton - Wilkes-Barre	356,727	78
Albuquerque	344,912	79
Allentown - Bethlehem	341,364	80
Syracuse	339,981	81
Anchorage	339,099	82
Harrisburg - Lebanon - Carlisle	335,554	83
Atlantic City	326,016	84
Greenville - Spartanburg	324,804	85
New Bedford - Fall River - Attleboro	318,170	86
Santa Barbara - Santa Maria - Lompoc	302,771	87
Baton Rouge	298,704	88
Little Rock - North Little Rock	295,163	89
Wilmington, Del.	293,593	90
Tacoma	291,655	91
Bakersfield	287,898	92
Charleston, S.C.	283,298	93
Fresno	282,093	94
Madison	280,618	95
El Paso	277,051	96
Oxnard - Ventura	276,229	97
Saginaw - Bay City - Midland	275,061	98
Flint	271,589	99
Columbia, S.C.	270,096	100
Total Top 100	**97,454,001**	
Youngstown - Warren	266,407	101
Lansing - East Lansing	266,339	102
Wichita	259,618	103
Lexington-Fayette	254,173	104
Colorado Springs	246,186	105
Corpus Christi	243,824	106
Vallejo - Fairfield - Napa	242,641	107
Des Moines	240,406	108
Manchester - Nashua	238,121	109
Portsmouth - Dover - Rochester	236,771	110
Mobile	234,419	111
Stockton	232,635	112
Chattanooga	231,544	113
Davenport - Rock Island - Moline	231,119	114
Portland, Me.	231,098	115
Daytona Beach	230,542	116
Fort Wayne	230,153	117
Lake County, Ill.	226,625	118
Canton	226,089	119
Lancaster	221,098	120
Santa Rosa - Petaluma	214,514	121
Beaumont - Port Arthur	213,197	122
Jersey City	209,644	123
Spokane	209,239	124
Salinas - Seaside - Monterey	207,405	125
Sarasota	203,565	126
Trenton	201,862	127
Melbourne - Titusville - Palm Bay	199,612	128
Ann Arbor	194,491	129
Shreveport	193,982	130
Boulder - Longmont	193,270	131
Johnson City - Kingsport - Bristol	191,198	132
Reading	188,745	133
Lafayette, La.	186,183	134
New London - Norwich	183,130	135
Evansville	182,356	136
Savannah	182,145	137
Pensacola	180,259	138
Fort Myers - Cape Coral	180,246	139
Jackson, Miss.	178,095	140
Reno	177,461	141
Lakeland - Winter Haven	173,803	142
York	171,504	143
Peoria	171,130	144
Augusta	170,520	145
Aurora - Elgin	168,176	146
Kalamazoo	162,231	147
Appleton - Oshkosh - Neenah	158,541	148
Lubbock	157,205	149
Huntington - Ashland	154,548	150
Total Top 150	**107,802,066**	
South Bend - Mishawaka	154,406	151
Houma - Thibodaux	154,016	152
Odessa	152,610	153
Rockford	152,566	154
Eugene - Springfield	151,348	155
Modesto	148,798	156
Galveston - Texas City	146,541	157
Duluth	145,195	158
Amarillo	144,419	159
Santa Cruz	144,047	160
Joliet	142,421	161
Erie	139,224	162
Boise	139,033	163
Roanoke	137,252	164
Macon - Warner Robins	136,600	165
Lincoln	135,948	166
Biloxi - Gulfport	134,853	167
McAllen - Edinburg - Mission	133,383	168
Utica - Rome	131,664	169
Tallahassee	131,633	170
Montgomery	131,535	171
Hamilton - Middletown	131,380	172
Gainesville	131,368	173
Springfield, Mo.	130,555	174
Brownsville - Harlingen	130,508	175
Salem, Ore.	128,996	176
Fayetteville, N.C.	128,903	177
Bradenton	126,934	178
Huntsville	126,646	179
Binghamton	126,526	180
Visalia - Tulare - Porterville	124,416	181
Killeen - Temple	123,168	182
Green Bay	122,149	183
Charleston, W.Va.	121,331	184
Lorain - Elyria	120,391	185
Champaign - Urbana - Rantoul	117,521	186
Longview - Marshall	116,744	187
Waco	116,595	188
Pittsfield	114,063	189
Asheville	113,855	190
Springfield, Ill.	112,535	191
Poughkeepsie	111,524	192
Burlington, Vt.	109,619	193
Hickory	109,148	194
Columbus, Ga.	108,668	195
Naples	108,238	196
Abilene	106,299	197
Midland, Tex.	104,415	198
Bryan - College Station	104,312	199
Topeka	103,618	200
Total Top 200	**114,219,983**	
Panama City	102,514	201
Fort Collins - Loveland	102,133	202
Fort Walton Beach	100,088	203
Orange County, N.Y.	100,076	204
Fargo - Moorhead	96,420	205
Vancouver	95,714	206
Lima	95,713	207
Chico	95,675	208
Cedar Rapids	95,421	209
Fort Pierce	94,229	210
Wichita Falls	92,211	211
Niagara Falls	91,898	212
Muncie	90,693	213
Terre Haute	90,247	214
Billings	89,592	215
Wilmington, N.C.	89,106	216
Elkhart - Goshen	87,542	217
Fort Smith	86,994	218
Racine	84,263	219
Athens	83,548	220
St. Cloud	82,106	221
Battle Creek	82,043	222
Benton Harbor	81,630	223
Janesville - Beloit	81,347	224
Yakima	80,884	225
Olympia	80,794	226
Wheeling	80,687	227
Parkersburg - Marietta	80,417	228
Lafayette - West Lafayette	79,430	229
Bremerton	79,374	230
Muskegon	78,783	231
Tyler	78,525	232
Bangor	78,445	233
Ocala	77,542	234
Eau Claire	77,192	235
Bloomington - Normal	76,859	236
Lake Charles	76,561	237
San Angelo	76,455	238
Santa Fe	76,213	239
Waterloo - Cedar Falls	75,832	240
Lynchburg	75,492	241
Monroe	75,119	242
Sioux Falls	75,062	243
Brazoria	73,890	244
Kenosha	73,318	245
Bellingham	73,242	246
Burlington, N.C.	72,397	247
Kokomo	72,139	248
Mansfield	70,990	249
Jackson, Mich.	70,776	250
Total Top 250	**118,397,604**	
Charlottesville	70,279	251
Merced	69,799	252
Joplin	69,386	253
Johnstown	69,345	254
Clarksville - Hopkinsville	68,857	255
Richland - Kennewick - Pasco	68,339	256
Tuscaloosa	67,962	257
Pueblo	67,802	258
Anderson, Ind.	66,926	259
Owensboro	66,667	260
Laredo	66,427	261
Lawton	66,406	262
Texarkana	66,154	263
La Crosse	65,700	264
Dothan	65,628	265
Decatur	65,190	266
Medford	65,035	267
Albany, Ga.	64,998	268
Fayetteville - Springdale	64,128	269
Bloomington, Ind.	64,115	270
Steubenville - Weirton	63,439	271
Beaver County, Pa.	62,749	272
Redding	62,625	273
Glens Falls	62,556	274
Rochester, Minn.	61,934	275
Provo - Orem	61,291	276
State College	60,671	277
Greeley	60,022	278
Las Cruces	59,889	279
Sioux City	59,490	280
Cheyenne	57,206	281
Anderson, S.C.	56,270	282
Columbia, Mo.	56,217	283
Florence, Ala.	55,692	284
Pascagoula	55,598	285
Rapid City	54,706	286
Alexandria, La.	54,068	287
Sharon	53,090	288
Altoona	52,853	289
Kankakee	52,260	290
Yuba City	51,984	291
Jacksonville, N.C.	51,000	292
Iowa City	50,761	293
Florence, S.C.	50,504	294
Bismarck	50,160	295
Casper	50,082	296
Jackson, Tenn.	50,035	297
Sherman - Denison	48,549	298
Vineland - Millville - Bridgeton	48,447	299
Victoria	48,151	300
Great Falls	48,039	301
Lewiston - Auburn	48,019	302
Cumberland	48,005	303
Dubuque	48,005	303
St. Joseph	47,393	305
Williamsport	46,620	306
Lawrence, Kans.	46,103	307
Enid	45,308	308
Sheboygan	45,173	309
Elmira	44,360	310
Danville, Va.	43,537	311
Wausau	39,604	312
Gadsden	39,325	313
Hagerstown	37,749	314
Anniston	36,914	315
Pine Bluff	31,904	316
Grand Forks	31,050	317
Total Above Areas	**122,126,154**	
Percent of U.S.	**84.3809**	
U.S. Total	**144,731,919**	

FOOD STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	10,450,894	1
New York	9,111,819	2
Chicago	6,418,984	3
Philadelphia	6,102,247	4
Boston - Lawrence - Salem - Lowell - Brockton	5,399,968	5
Detroit	5,091,945	6
Washington	4,839,527	7
Houston	4,600,068	8
Nassau - Suffolk	4,306,903	9
Dallas	3,384,735	10
St. Louis	3,256,884	11
Atlanta	3,179,860	12
Minneapolis - St. Paul	2,969,650	13
Anaheim - Santa Ana	2,893,549	14
Phoenix	2,736,024	15
Baltimore	2,681,557	16
Oakland	2,678,894	17
Newark	2,645,072	18
San Diego	2,628,585	19
San Francisco	2,571,558	20
Riverside - San Bernardino	2,552,301	21
Pittsburgh	2,529,481	22
Tampa - St. Petersburg - Clearwater	2,526,254	23
Seattle	2,505,109	24
Denver	2,460,270	25
Cleveland	2,403,872	26
Miami - Hialeah	2,114,506	27
Bergen - Passaic	2,077,593	28
Kansas City	2,052,007	29
New Orleans	1,975,060	30
San Jose	1,844,899	31
Fort Worth - Arlington	1,801,301	32
Sacramento	1,775,055	33
Cincinnati	1,771,552	34
Hartford - New Britain - Middletown - Bristol	1,664,432	35
San Antonio	1,636,205	36
Milwaukee	1,599,407	37
Columbus, Ohio	1,585,053	38
Middlesex - Somerset - Hunterdon	1,525,634	39
Fort Lauderdale - Hollywood - Pompano Beach	1,525,573	40
Charlotte - Gastonia - Rock Hill	1,525,096	41
Monmouth - Ocean	1,447,305	42
Bridgeport - Stamford - Norwalk - Danbury	1,408,559	43
Buffalo	1,397,957	44
Indianapolis	1,393,883	45
Oklahoma City	1,371,297	46
Norfolk - Virginia Beach - Newport News	1,355,567	47
Portland, Ore.	1,334,920	48
Rochester, N.Y.	1,300,792	49
Memphis	1,260,018	50
Total Top 50	**141,669,681**	
Albany - Schenectady - Troy	1,257,217	51
Salt Lake City - Ogden	1,202,708	52
Orlando	1,179,615	53
Nashville	1,177,440	54
Providence - Pawtucket - Woonsocket	1,172,167	55
New Haven - Waterbury - Meriden	1,162,617	56
Louisville	1,151,863	57
Dayton - Springfield	1,117,853	58
Greensboro - Winston-Salem - High Point	1,091,404	59
West Palm Beach - Boca Raton - Delray Beach	1,090,911	60
Richmond - Petersburg	1,059,201	61
New Bedford - Fall River - Attleboro	1,019,436	62
Birmingham	991,255	63
Austin	948,234	64
Knoxville	945,343	65
Syracuse	944,156	66
Tulsa	933,062	67
Harrisburg - Lebanon - Carlisle	902,867	68
Scranton - Wilkes-Barre	901,554	69
Springfield, Mass.	894,116	70
Las Vegas	893,428	71
Honolulu	891,203	72
Jacksonville, Fla.	886,825	73
Toledo	884,582	74
Allentown - Bethlehem	816,005	75
Raleigh - Durham	800,529	76
Worcester - Fitchburg - Leominster	795,612	77
Akron	791,303	78
Gary - Hammond	777,917	79
Greenville - Spartanburg	770,146	80
Baton Rouge	766,173	81
Omaha	759,531	82
Tucson	756,105	83
Oxnard - Ventura	753,516	84
Jersey City	751,625	85
Wilmington, Del.	673,915	86
Fresno	667,657	87
Little Rock - North Little Rock	646,249	88
Chattanooga	641,479	89
Bakersfield	640,597	90
Grand Rapids	630,095	91
Mobile	610,569	92
Albuquerque	604,471	93
Tacoma	595,250	94
Des Moines	587,231	95
Charleston, S.C.	579,678	96
Wichita	575,932	97
Youngstown - Warren	574,064	98
Portsmouth - Dover - Rochester	567,948	99
Corpus Christi	555,282	100
Total Top 100	**184,057,617**	
Santa Barbara - Santa Maria - Lompoc	535,662	101
Atlantic City	534,234	102
Manchester - Nashua	527,182	103
Johnson City - Kingsport - Bristol	525,357	104
Beaumont - Port Arthur	524,990	105
Lancaster	521,935	106
Vallejo - Fairfield - Napa	519,727	107
Stockton	509,925	108
Canton	509,777	109
El Paso	501,426	110
Portland, Me.	494,706	111
Lansing - East Lansing	491,734	112
Santa Rosa - Petaluma	487,836	113
Saginaw - Bay City - Midland	485,785	114
Trenton	480,021	115
Flint	477,594	116
Spokane	470,202	117
Lakeland - Winter Haven	468,364	118
Columbia, S.C.	466,725	119
Shreveport	452,339	120
Davenport - Rock Island - Moline	445,763	121
Colorado Springs	441,163	122
Lake County, Ill.	439,116	123
Jackson, Miss.	434,798	124
York	425,065	125
Modesto	421,712	126
Orange County, N.Y.	419,310	127
Daytona Beach	418,107	128
Reading	417,434	129
Utica - Rome	410,830	130
Fort Wayne	408,094	131
Anchorage	406,355	132
Lexington-Fayette	406,069	133
Augusta	402,802	134
Reno	387,092	135
Fort Myers - Cape Coral	385,261	136
Visalia - Tulare - Porterville	384,580	137
Peoria	384,217	138
Evansville	378,321	139
Madison	376,499	140
Huntington - Ashland	373,491	141
Pensacola	371,418	142
Boulder - Longmont	370,719	143
Galveston - Texas City	369,112	144
Poughkeepsie	367,457	145
Melbourne - Titusville - Palm Bay	366,370	146
Binghamton	363,530	147
McAllen - Edinburg - Mission	362,534	148
Aurora - Elgin	357,669	149
Sarasota	353,390	150
Total Top 150	**205,891,416**	
Charleston, W.Va.	350,106	151
Macon - Warner Robins	342,356	152
New London - Norwich	333,418	153
Rockford	330,687	154
Salinas - Seaside - Monterey	328,750	155
Brownsville - Harlingen	327,340	156
Erie	327,284	157
Duluth	322,851	158
Springfield, Mo.	318,766	159
Joliet	311,778	160
Eugene - Springfield	300,932	161
Lorain - Elyria	300,436	162
Montgomery	299,210	163
Roanoke	294,962	164
Santa Cruz	294,470	165
Savannah	293,280	166
Lafayette, La.	293,219	167
Brazoria	291,227	168
Lubbock	290,431	169
Appleton - Oshkosh - Neenah	286,569	170
Hamilton - Middletown	284,247	171
Niagara Falls	280,313	172
Lake Charles	278,671	173
Fort Pierce	278,187	174
Amarillo	275,202	175
South Bend - Mishawaka	271,238	176
Longview - Marshall	270,529	177
Pittsfield	270,217	178
Ann Arbor	268,881	179
Chico	267,854	180
Gainesville	267,490	181
Odessa	265,418	182
Hickory	261,582	183
Killeen - Temple	257,436	184
Fayetteville, N.C.	255,469	185
Houma - Thibodaux	248,567	186
Waco	247,426	187
Johnstown	247,291	188
Beaver County, Pa.	244,302	189
Topeka	242,940	190
Bradenton	242,843	191
Salem, Ore.	241,787	192
Tallahassee	240,435	193
Asheville	232,903	194
Fort Collins - Loveland	230,076	195
Boise	228,424	196
Ocala	226,150	197
Huntsville	225,069	198
Laredo	224,217	199
Midland, Tex.	223,995	200
Total Top 200	**219,728,647**	
Cedar Rapids	221,823	201
Yakima	221,556	202
Columbus, Ga.	220,446	203
Wheeling	220,076	204
Burlington, Vt.	218,976	205
Elkhart - Goshen	218,497	206
Biloxi - Gulfport	218,158	207
Springfield, Ill.	215,985	208
Naples	214,668	209
Lincoln	213,344	210
Vancouver	212,099	211
Vineland - Millville - Bridgeton	211,253	212
Bangor	210,739	213
Provo - Orem	205,647	214
Kalamazoo	203,752	215
Olympia	203,116	216
Abilene	199,044	217
St. Cloud	198,835	218
Redding	195,790	219
Richland - Kennewick - Pasco	193,450	220
Steubenville - Weirton	192,613	221
Bryan - College Station	191,956	222
Racine	190,658	223
Billings	188,361	224
Lynchburg	185,835	225
Tyler	184,702	226
Joplin	182,607	227
Anderson, Ind.	180,863	228
Charlottesville	180,788	229
Lima	180,504	230
Champaign - Urbana - Rantoul	179,026	231
Terre Haute	178,430	232
Glens Falls	177,518	233
Tuscaloosa	176,546	234
Altoona	176,416	235
Athens	176,063	236
Parkersburg - Marietta	173,861	237
Fort Smith	170,824	238
Pascagoula	170,505	239
Lewiston - Auburn	170,469	240
Bremerton	169,409	241
Waterloo - Cedar Falls	167,704	242
Merced	167,295	243
Monroe	167,186	244
Texarkana	165,909	245
Janesville - Beloit	165,482	246
Wilmington, N.C.	164,814	247
Wichita Falls	163,448	248
Pueblo	163,141	249
Fargo - Moorhead	162,727	250
Total Top 250	**229,211,561**	
Muncie	160,465	251
Anderson, S.C.	160,114	252
Kenosha	155,474	253
Green Bay	155,019	254
Sioux City	154,643	255
Fort Walton Beach	154,518	256
Alexandria, La.	154,157	257
Burlington, N.C.	153,791	258
Muskegon	152,732	259
Bellingham	151,905	260
San Angelo	151,741	261
Benton Harbor	149,734	262
Greeley	149,672	263
Dothan	149,244	264
Sioux Falls	149,122	265
Decatur	148,214	266
Williamsport	146,761	267
Albany, Ga.	143,965	268
Rochester, Minn.	143,676	269
Clarksville - Hopkinsville	143,469	270
Yuba City	140,027	271
Medford	139,004	272
Mansfield	138,634	273
Lawton	137,950	274
Florence, S.C.	136,560	275
St. Joseph	136,216	276
Santa Fe	133,420	277
Battle Creek	133,400	278
Bloomington - Normal	133,208	279
Kokomo	132,451	280
Fayetteville - Springdale	132,350	281
Eau Claire	128,995	282
Florence, Ala.	128,064	283
Casper	126,354	284
Columbia, Mo.	125,449	285
Jackson, Mich.	125,044	286
Sharon	123,092	287
Owensboro	121,348	288
Victoria	119,902	289
Lafayette - West Lafayette	119,441	290
Panama City	117,085	291
Hagerstown	116,915	292
State College	115,912	293
Rapid City	114,598	294
Sherman - Denison	114,275	295
Danville, Va.	113,394	296
Jacksonville, N.C.	111,366	297
Las Cruces	110,237	298
Cumberland	110,084	299
Elmira	109,835	300
Wausau	108,926	301
Gadsden	108,628	302
Pine Bluff	107,905	303
Dubuque	105,745	304
La Crosse	104,906	305
Kankakee	104,556	306
Bloomington, Ind.	104,169	307
Jackson, Tenn.	102,431	308
Bismarck	100,177	309
Sheboygan	99,387	310
Anniston	98,158	311
Cheyenne	95,506	312
Iowa City	92,211	313
Enid	90,751	314
Great Falls	87,777	315
Lawrence, Kans.	84,998	316
Grand Forks	61,156	317
Total Above Areas	**237,641,974**	
Percent of U.S.	**78.6165**	
U.S. Total	**302,279,887**	

AUTOMOTIVE DEALER SALES

Area	($000)	Rank
Los Angeles - Long Beach	12,686,683	1
Chicago	7,823,856	2
Detroit	7,225,171	3
Philadelphia	7,184,748	4
Washington	6,680,074	5
Boston - Lawrence - Salem - Lowell - Brockton	6,478,977	6
New York	5,949,203	7
Atlanta	4,986,157	8
Houston	4,721,814	9
Nassau - Suffolk	4,254,963	10
Minneapolis - St. Paul	4,183,006	11
St. Louis	4,007,216	12
Anaheim - Santa Ana	3,977,853	13
Dallas	3,920,290	14
Miami - Hialeah	3,895,384	15
San Diego	3,642,118	16
Baltimore	3,455,052	17
Tampa - St. Petersburg - Clearwater	3,265,231	18
Oakland	3,156,381	19
Kansas City	2,889,180	20
Fort Lauderdale - Hollywood - Pompano Beach	2,864,268	21
Pittsburgh	2,841,648	22
San Francisco	2,770,348	23
Newark	2,676,131	24
Cleveland	2,658,348	25
Seattle	2,657,585	26
Riverside - San Bernardino	2,575,919	27
Phoenix	2,561,760	28
San Jose	2,452,954	29
Bergen - Passaic	2,317,919	30
Denver	2,292,588	31
Indianapolis	2,207,569	32
Columbus, Ohio	2,072,828	33
Sacramento	2,048,972	34
Orlando	1,994,316	35
Cincinnati	1,962,822	36
Charlotte - Gastonia - Rock Hill	1,928,884	37
Fort Worth - Arlington	1,909,828	38
Norfolk - Virginia Beach - Newport News	1,904,536	39
Hartford - New Britain - Middletown - Bristol	1,889,309	40
Monmouth - Ocean	1,852,298	41
Oklahoma City	1,805,728	42
Milwaukee	1,796,637	43
Portland, Ore.	1,794,760	44
Memphis	1,669,126	45
West Palm Beach - Boca Raton - Delray Beach	1,632,630	46
Bridgeport - Stamford - Norwalk - Danbury	1,586,039	47
Nashville	1,565,227	48
Rochester, N.Y.	1,520,134	49
Jacksonville, Fla.	1,479,301	50
Total Top 50	**167,673,769**	
Greensboro - Winston-Salem - High Point	1,461,483	51
San Antonio	1,424,013	52
Middlesex - Somerset - Hunterdon	1,389,367	53
New Orleans	1,290,681	54
Richmond - Petersburg	1,271,425	55
Louisville	1,262,686	56
Dayton - Springfield	1,262,562	57
Birmingham	1,250,891	58
Albany - Schenectady - Troy	1,228,664	59
Lake County, Ill.	1,161,800	60
Buffalo	1,143,060	61
Salt Lake City - Ogden	1,104,351	62
Grand Rapids	1,081,921	63
New Haven - Waterbury - Meriden	1,076,662	64
Knoxville	1,046,556	65
Providence - Pawtucket - Woonsocket	1,042,964	66
Raleigh - Durham	1,041,995	67
Austin	1,028,733	68
Toledo	1,022,400	69
Harrisburg - Lebanon - Carlisle	971,384	70
Allentown - Bethlehem	971,098	71
Oxnard - Ventura	966,933	72
Omaha	948,604	73
Tulsa	936,389	74
Wilmington, Del.	898,908	75
Worcester - Fitchburg - Leominster	883,308	76
Syracuse	878,305	77
Las Vegas	866,783	78
Akron	860,260	79
Greenville - Spartanburg	839,709	80
Scranton - Wilkes-Barre	837,511	81
Springfield, Mass.	823,460	82
Fresno	814,542	83
Gary - Hammond	797,680	84
New Bedford - Fall River - Attleboro	796,808	85
Flint	780,953	86
Honolulu	768,097	87
Wichita	756,160	88
Charleston, S.C.	739,197	89
Tacoma	718,466	90
Tucson	693,961	91
Lansing - East Lansing	691,845	92
Johnson City - Kingsport - Bristol	690,286	93
Bakersfield	671,076	94
Albuquerque	666,077	95
Columbia, S.C.	664,224	96
Mobile	662,260	97
Chattanooga	658,582	98
Little Rock - North Little Rock	658,235	99
Saginaw - Bay City - Midland	652,134	100
Total Top 100	**214,829,218**	
Manchester - Nashua	635,480	101
Portsmouth - Dover - Rochester	607,755	102
Lakeland - Winter Haven	599,030	103
Melbourne - Titusville - Palm Bay	596,211	104
Des Moines	586,154	105
Youngstown - Warren	569,292	106
Jackson, Miss.	569,186	107
Madison	566,505	108
Santa Barbara - Santa Maria - Lompoc	563,896	109
Baton Rouge	559,938	110
Lancaster	557,888	111
Davenport - Rock Island - Moline	553,721	112
Reading	541,854	113
Stockton	540,399	114
Beaumont - Port Arthur	532,200	115
Sarasota	525,485	116
Colorado Springs	512,813	117
Augusta	512,553	118
Anchorage	511,161	119
Spokane	509,474	120
Lexington-Fayette	505,098	121
Canton	504,103	122
Jersey City	501,225	123
Fort Wayne	500,824	124
Charleston, W.Va.	497,995	125
Peoria	497,590	126
Macon - Warner Robins	495,306	127
Daytona Beach	494,660	128
Pensacola	494,388	129
Corpus Christi	493,478	130
Atlantic City	488,551	131
Vallejo - Fairfield - Napa	486,630	132
New London - Norwich	480,600	133
Portland, Me.	480,415	134
York	477,094	135
Fort Myers - Cape Coral	470,072	136
El Paso	466,350	137
Salinas - Seaside - Monterey	464,045	138
Montgomery	456,756	139
Ann Arbor	438,939	140
Evansville	424,648	141
Trenton	424,432	142
Santa Rosa - Petaluma	424,216	143
Elkhart - Goshen	413,408	144
Rockford	413,342	145
Shreveport	412,031	146
Bradenton	410,327	147
Joliet	409,173	148
Lubbock	407,226	149
Springfield, Mo.	405,003	150
Total Top 150	**239,818,138**	
Fort Pierce	396,326	151
Reno	391,849	152
South Bend - Mishawaka	387,452	153
Visalia - Tulare - Porterville	384,350	154
Fayetteville, N.C.	379,920	155
Columbus, Ga.	378,431	156
Huntington - Ashland	372,610	157
Savannah	372,179	158
Amarillo	369,401	159
Eugene - Springfield	354,887	160
Huntsville	354,124	161
Orange County, N.Y.	351,693	162
Aurora - Elgin	350,439	163
Appleton - Oshkosh - Neenah	347,012	164
Erie	346,443	165
Modesto	345,504	166
Utica - Rome	339,046	167
Odessa	335,850	168
Kalamazoo	332,951	169
Binghamton	330,252	170
Lorain - Elyria	329,087	171
Longview - Marshall	326,689	172
Poughkeepsie	322,382	173
Boulder - Longmont	320,223	174
Asheville	318,142	175
Hamilton - Middletown	311,567	176
Hickory	306,525	177
Gainesville	300,286	178
Biloxi - Gulfport	297,183	179
Fargo - Moorhead	295,581	180
McAllen - Edinburg - Mission	294,484	181
Salem, Ore.	293,293	182
Lafayette, La.	291,274	183
Burlington, Vt.	278,756	184
Roanoke	278,729	185
Santa Cruz	277,440	186
Abilene	275,027	187
Galveston - Texas City	271,398	188
Springfield, Ill.	257,596	189
Killeen - Temple	257,365	190
Naples	255,913	191
Bangor	255,180	192
Duluth	254,348	193
Ocala	253,556	194
Fort Walton Beach	249,409	195
St. Cloud	246,683	196
Topeka	246,448	197
Lincoln	244,581	198
Green Bay	244,378	199
Wilmington, N.C.	244,247	200
Total Top 200	**255,436,627**	
Johnstown	243,123	201
Terre Haute	242,255	202
Brownsville - Harlingen	241,591	203
Tallahassee	240,340	204
Panama City	239,562	205
Dothan	239,417	206
Eau Claire	238,701	207
Sioux Falls	237,964	208
Burlington, N.C.	236,870	209
Clarksville - Hopkinsville	235,973	210
Parkersburg - Marietta	234,067	211
Waco	233,774	212
Tyler	230,642	213
Pittsfield	228,862	214
Joplin	226,851	215
Wichita Falls	223,867	216
Yakima	217,683	217
Champaign - Urbana - Rantoul	217,659	218
Merced	216,716	219
Rochester, Minn.	216,472	220
Niagara Falls	215,982	221
Lima	213,634	222
Cedar Rapids	212,082	223
Houma - Thibodaux	209,159	224
Boise	208,277	225
Brazoria	208,006	226
Altoona	207,886	227
Waterloo - Cedar Falls	202,487	228
Wheeling	201,879	229
Kokomo	199,720	230
Fort Collins - Loveland	198,505	231
Midland, Tex.	198,074	232
Anderson, Ind.	196,864	233
Mansfield	193,721	234
Albany, Ga.	191,887	235
Billings	190,490	236
Vineland - Millville - Bridgeton	189,351	237
Lafayette - West Lafayette	188,805	238
Florence, S.C.	188,525	239
Decatur	187,764	240
Muncie	187,390	241
Chico	186,546	242
Athens	184,754	243
Bismarck	184,748	244
Medford	184,360	245
Bloomington - Normal	182,580	246
Jacksonville, N.C.	181,671	247
Lynchburg	180,238	248
Racine	179,018	249
Florence, Ala.	176,040	250
Total Top 250	**265,909,459**	
San Angelo	173,135	251
Battle Creek	172,875	252
Benton Harbor	170,627	253
Provo - Orem	170,331	254
Fort Smith	168,457	255
Lake Charles	166,197	256
Anderson, S.C.	166,045	257
Richland - Kennewick - Pasco	165,378	258
Vancouver	163,796	259
Charlottesville	162,900	260
Tuscaloosa	162,089	261
Bremerton	161,528	262
Rapid City	161,325	263
Lewiston - Auburn	159,904	264
St. Joseph	159,750	265
Muskegon	158,945	266
Sioux City	157,916	267
Olympia	157,475	268
Redding	156,773	269
Williamsport	156,397	270
Sharon	155,933	271
Santa Fe	153,560	272
Monroe	152,404	273
Casper	149,167	274
Beaver County, Pa.	148,856	275
Janesville - Beloit	147,357	276
Glens Falls	146,996	277
Texarkana	145,519	278
Grand Forks	143,971	279
Greeley	143,707	280
Steubenville - Weirton	143,475	281
Columbia, Mo.	142,880	282
Hagerstown	142,432	283
Jackson, Mich.	137,900	284
Bellingham	135,685	285
Sherman - Denison	135,511	286
La Crosse	135,468	287
Alexandria, La.	131,404	288
Bryan - College Station	131,279	289
Jackson, Tenn.	131,001	290
State College	129,068	291
Danville, Va.	128,134	292
Las Cruces	127,658	293
Wausau	126,828	294
Pascagoula	126,704	295
Kankakee	125,355	296
Lawton	123,599	297
Owensboro	122,504	298
Elmira	120,540	299
Cheyenne	120,282	300
Anniston	119,000	301
Yuba City	118,756	302
Fayetteville - Springdale	117,490	303
Bloomington, Ind.	117,295	304
Victoria	116,686	305
Dubuque	108,224	306
Laredo	107,154	307
Great Falls	105,873	308
Sheboygan	104,426	309
Pueblo	104,295	310
Cumberland	103,929	311
Lawrence, Kans.	101,713	312
Enid	97,056	313
Kenosha	95,336	314
Gadsden	93,882	315
Pine Bluff	87,775	316
Iowa City	82,327	317
Total Above Areas	**275,067,696**	
Percent of U.S.	**81.5134**	
U.S. Total	**337,451,058**	

GENERAL MERCHANDISE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,743,576	1
New York	5,016,676	2
Chicago	4,269,399	3
Philadelphia	3,676,526	4
Detroit	3,245,486	5
Boston - Lawrence - Salem - Lowell - Brockton	3,220,850	6
Washington	3,141,396	7
Houston	2,570,885	8
Minneapolis - St. Paul	2,537,481	9
Atlanta	2,419,931	10
St. Louis	2,272,887	11
Nassau - Suffolk	2,127,985	12
Dallas	2,017,655	13
Anaheim - Santa Ana	1,919,470	14
San Diego	1,764,532	15
Cleveland	1,727,151	16
Pittsburgh	1,719,350	17
Oakland	1,625,779	18
Baltimore	1,621,395	19
San Francisco	1,536,072	20
Kansas City	1,515,617	21
Denver	1,472,048	22
Miami - Hialeah	1,467,303	23
Tampa - St. Petersburg - Clearwater	1,438,869	24
Portland, Ore.	1,404,607	25
Cincinnati	1,372,139	26
Phoenix	1,367,167	27
San Jose	1,314,221	28
Riverside - San Bernardino	1,307,304	29
Seattle	1,261,640	30
Bergen - Passaic	1,237,015	31
Columbus, Ohio	1,136,085	32
Fort Worth - Arlington	1,060,506	33
Indianapolis	1,043,872	34
Milwaukee	1,038,892	35
Newark	1,021,168	36
New Orleans	970,709	37
Oklahoma City	961,168	38
Sacramento	944,475	39
Hartford - New Britain - Middletown - Bristol	916,233	40
Memphis	907,485	41
Nashville	903,694	42
Fort Lauderdale - Hollywood - Pompano Beach	897,249	43
Norfolk - Virginia Beach - Newport News	881,711	44
San Antonio	865,456	45
Bridgeport - Stamford - Norwalk - Danbury	848,519	46
Louisville	826,362	47
Dayton - Springfield	789,876	48
Middlesex - Somerset - Hunterdon	770,813	49
Toledo	767,737	50
Total Top 50	**86,884,422**	
Salt Lake City - Ogden	737,460	51
Charlotte - Gastonia - Rock Hill	717,406	52
Honolulu	692,799	53
Orlando	691,637	54
Richmond - Petersburg	688,795	55
Providence - Pawtucket - Woonsocket	676,114	56
Grand Rapids	657,777	57
New Haven - Waterbury - Meriden	655,263	58
Greensboro - Winston-Salem - High Point	650,650	59
West Palm Beach - Boca Raton - Delray Beach	637,485	60
Monmouth - Ocean	610,843	61
Rochester, N.Y.	581,839	62
Knoxville	577,007	63
Las Vegas	568,353	64
Buffalo	566,262	65
Omaha	539,175	66
Flint	532,544	67
Springfield, Mass.	532,479	68
Worcester - Fitchburg - Leominster	527,586	69
Tulsa	523,322	70
Raleigh - Durham	523,278	71
Austin	517,875	72
Scranton - Wilkes-Barre	513,015	73
Albany - Schenectady - Troy	506,642	74
Wilmington, Del.	505,451	75
Birmingham	503,027	76
Jacksonville, Fla.	494,259	77
Youngstown - Warren	473,182	78
Akron	465,810	79
Baton Rouge	460,049	80
Tucson	460,043	81
Harrisburg - Lebanon - Carlisle	457,242	82
Manchester - Nashua	454,989	83
Allentown - Bethlehem	450,698	84
Oxnard - Ventura	448,438	85
Greenville - Spartanburg	443,519	86
Gary - Hammond	440,583	87
Saginaw - Bay City - Midland	438,934	88
Lansing - East Lansing	438,498	89
Little Rock - North Little Rock	431,043	90
Wichita	425,497	91
El Paso	389,265	92
Des Moines	381,013	93
Albuquerque	373,731	94
New Bedford - Fall River - Attleboro	358,318	95
Chattanooga	357,273	96
Huntington - Ashland	354,581	97
Anchorage	351,962	98
Mobile	350,415	99
Johnson City - Kingsport - Bristol	350,296	100
Total Top 100	**112,368,144**	
Syracuse	349,206	101
Reno	344,209	102
Columbia, S.C.	341,732	103
Fresno	340,286	104
Jackson, Miss.	337,750	105
Lexington-Fayette	329,748	106
Tacoma	328,076	107
Colorado Springs	320,847	108
Davenport - Rock Island - Moline	320,372	109
Beaumont - Port Arthur	317,541	110
Trenton	299,001	111
Charleston, S.C.	294,592	112
Pensacola	289,987	113
Fort Wayne	287,698	114
Shreveport	287,449	115
Ann Arbor	284,846	116
Kalamazoo	284,700	117
Madison	282,565	118
Canton	281,433	119
Melbourne - Titusville - Palm Bay	280,156	120
Evansville	273,259	121
Augusta	262,836	122
Bakersfield	258,709	123
Lake County, Ill.	257,621	124
Reading	257,302	125
Lancaster	255,881	126
Santa Barbara - Santa Maria - Lompoc	255,613	127
Peoria	255,437	128
Spokane	253,656	129
Springfield, Mo.	252,772	130
Corpus Christi	248,124	131
Stockton	247,120	132
Lafayette, La.	246,042	133
Portland, Me.	244,668	134
McAllen - Edinburg - Mission	239,277	135
Appleton - Oshkosh - Neenah	237,968	136
Lakeland - Winter Haven	235,692	137
York	234,820	138
Green Bay	233,975	139
Santa Rosa - Petaluma	232,015	140
South Bend - Mishawaka	229,045	141
Rockford	226,021	142
Montgomery	223,064	143
Macon - Warner Robins	222,722	144
Daytona Beach	220,878	145
Duluth	217,175	146
Modesto	217,055	147
Fayetteville, N.C.	216,140	148
Atlantic City	215,750	149
Sarasota	214,567	150
Total Top 150	**125,755,542**	
Fort Myers - Cape Coral	209,321	151
Roanoke	208,291	152
Tallahassee	206,826	153
Eugene - Springfield	205,214	154
Orange County, N.Y.	203,247	155
Aurora - Elgin	200,928	156
Lubbock	200,856	157
Salem, Ore.	199,206	158
Salinas - Seaside - Monterey	197,958	159
Vallejo - Fairfield - Napa	197,873	160
Portsmouth - Dover - Rochester	196,781	161
Cedar Rapids	196,298	162
Charleston, W.Va.	196,010	163
Savannah	194,666	164
Wheeling	194,284	165
Odessa	188,758	166
Killeen - Temple	186,689	167
Visalia - Tulare - Porterville	184,732	168
Lorain - Elyria	183,423	169
Erie	180,758	170
Biloxi - Gulfport	174,912	171
Longview - Marshall	173,175	172
Midland, Tex.	171,428	173
Lima	170,774	174
Huntsville	170,474	175
Springfield, Ill.	169,705	176
Brownsville - Harlingen	167,970	177
Lincoln	167,188	178
Columbus, Ga.	166,704	179
Laredo	166,146	180
Joliet	163,350	181
Utica - Rome	162,818	182
Binghamton	161,301	183
Waco	160,716	184
Amarillo	158,810	185
Mansfield	158,766	186
Boulder - Longmont	158,040	187
Asheville	156,273	188
Vancouver	155,703	189
Jackson, Mich.	154,860	190
Beaver County, Pa.	153,741	191
Wichita Falls	153,383	192
Poughkeepsie	151,753	193
Tyler	151,347	194
Champaign - Urbana - Rantoul	151,243	195
Lynchburg	148,957	196
Abilene	148,108	197
Muskegon	146,291	198
Gainesville	145,129	199
Topeka	145,104	200
Total Top 200	**134,471,830**	
Parkersburg - Marietta	144,344	201
Billings	143,222	202
Jackson, Tenn.	142,594	203
Benton Harbor	139,042	204
Terre Haute	138,604	205
Hamilton - Middletown	138,479	206
Janesville - Beloit	138,166	207
Wilmington, N.C.	138,078	208
New London - Norwich	137,852	209
Fargo - Moorhead	135,195	210
Houma - Thibodaux	134,850	211
Rochester, Minn.	134,463	212
Jersey City	133,299	213
Athens	132,381	214
Fayetteville - Springdale	131,821	215
Battle Creek	131,616	216
Fort Collins - Loveland	130,707	217
Fort Smith	130,600	218
Sioux Falls	129,818	219
Ocala	129,340	220
Niagara Falls	128,551	221
Medford	127,925	222
Joplin	127,665	223
Bryan - College Station	126,891	224
Johnstown	126,654	225
St. Cloud	123,711	226
Decatur	122,972	227
Fort Walton Beach	122,903	228
Bradenton	122,825	229
Charlottesville	121,644	230
Monroe	120,937	231
Olympia	119,452	232
Provo - Orem	119,075	233
Galveston - Texas City	118,653	234
Lake Charles	118,326	235
Waterloo - Cedar Falls	117,240	236
Racine	116,099	237
Lafayette - West Lafayette	114,760	238
Bangor	113,901	239
Fort Pierce	112,310	240
Bloomington - Normal	112,004	241
Clarksville - Hopkinsville	110,711	242
Hickory	110,358	243
Lawton	110,332	244
Sioux City	109,854	245
Texarkana	109,582	246
Richland - Kennewick - Pasco	109,021	247
Grand Forks	108,753	248
Albany, Ga.	108,037	249
Eau Claire	107,898	230
Total Top 250	**140,705,348**	
Dothan	107,037	251
Alexandria, La.	106,951	252
Altoona	106,932	253
Florence, Ala.	106,246	254
Pittsfield	106,046	255
Pueblo	105,938	256
Pascagoula	104,845	257
Yakima	103,672	258
Muncie	103,526	259
Burlington, Vt.	103,318	260
Tuscaloosa	103,086	261
San Angelo	102,632	262
Chico	100,777	263
La Crosse	100,653	264
Elmira	99,581	265
Yuba City	99,151	266
Cumberland	98,776	267
St. Joseph	98,492	268
Brazoria	98,397	269
Bismarck	97,489	270
Rapid City	97,214	271
Anderson, Ind.	95,404	272
Panama City	93,538	273
Santa Cruz	92,747	274
Dubuque	92,193	275
Owensboro	89,712	276
Wausau	89,688	277
Elkhart - Goshen	89,019	278
Florence, S.C.	88,812	279
Merced	88,812	279
Steubenville - Weirton	88,689	281
Boise	87,988	282
Jacksonville, N.C.	87,818	283
Kokomo	85,371	284
Sharon	83,823	285
Anderson, S.C.	81,945	286
Williamsport	81,809	287
Naples	81,717	288
Vineland - Millville - Bridgeton	80,723	289
Hagerstown	79,238	290
Burlington, N.C.	79,093	291
Redding	78,740	292
Kenosha	78,391	293
Las Cruces	78,270	294
Victoria	77,850	295
Columbia, Mo.	77,351	296
Bloomington, Ind.	75,404	297
Sherman - Denison	75,175	298
Sheboygan	74,542	299
Bellingham	73,720	300
Lewiston - Auburn	73,671	301
Cheyenne	72,127	302
Greeley	72,060	303
Glens Falls	70,290	304
Great Falls	69,934	305
Bremerton	66,877	306
Pine Bluff	63,686	307
Anniston	61,460	308
Santa Fe	60,199	309
Iowa City	59,837	310
Gadsden	59,214	311
State College	58,978	312
Casper	58,518	313
Kankakee	55,311	314
Danville, Va.	41,397	315
Enid	39,991	316
Lawrence, Kans.	28,576	317
Total Above Areas	**146,295,812**	
Percent of U.S.	**85.5487**	
U.S. Total	**171,008,712**	

FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	3,582,459	1
New York	3,427,497	2
Chicago	2,203,522	3
Washington	1,789,270	4
Philadelphia	1,615,370	5
Detroit	1,497,460	6
Nassau - Suffolk	1,429,882	7
Boston - Lawrence - Salem - Lowell - Brockton	1,357,675	8
Houston	1,147,311	9
Atlanta	945,315	10
Dallas	936,590	11
Anaheim - Santa Ana	872,945	12
San Francisco	861,130	13
San Diego	851,585	14
Newark	801,449	15
Denver	791,147	16
Minneapolis - St. Paul	781,824	17
Bergen - Passaic	777,687	18
Phoenix	766,600	19
Oakland	759,940	20
Tampa - St. Petersburg - Clearwater	753,271	21
Miami - Hialeah	739,633	22
St. Louis	723,790	23
San Jose	707,024	24
Baltimore	706,840	25
Cleveland	682,389	26
Fort Lauderdale - Hollywood - Pompano Beach	626,783	27
Seattle	623,824	28
Pittsburgh	601,040	29
Middlesex - Somerset - Hunterdon	560,420	30
Riverside - San Bernardino	547,631	31
Norfolk - Virginia Beach - Newport News	510,745	32
Sacramento	495,121	33
New Orleans	490,836	34
Columbus, Ohio	480,763	35
Kansas City	451,563	36
Oklahoma City	446,840	37
West Palm Beach - Boca Raton - Delray Beach	442,766	38
Cincinnati	436,229	39
Hartford - New Britain - Middletown - Bristol	414,340	40
Milwaukee	397,927	41
San Antonio	397,741	42
Bridgeport - Stamford - Norwalk - Danbury	391,180	43
Indianapolis	390,792	44
Memphis	388,710	45
Portland, Ore.	386,319	46
Charlotte - Gastonia - Rock Hill	382,247	47
Greensboro - Winston-Salem - High Point	368,860	48
Fort Worth - Arlington	363,736	49
Salt Lake City - Ogden	359,497	50
Total Top 50	**42,465,515**	
Orlando	318,342	51
Rochester, N.Y.	313,912	52
Nashville	307,530	53
Monmouth - Ocean	303,854	54
Dayton - Springfield	298,370	55
Omaha	295,731	56
Louisville	295,057	57
Austin	283,797	58
Birmingham	277,782	59
Grand Rapids	276,888	60
Albany - Schenectady - Troy	276,051	61
Madison	271,735	62
Tulsa	266,078	63
Raleigh - Durham	263,352	64
New Haven - Waterbury - Meriden	260,945	65
Buffalo	260,833	66
Richmond - Petersburg	244,023	67
Knoxville	243,515	68
Las Vegas	243,274	69
Jacksonville, Fla.	236,338	70
Providence - Pawtucket - Woonsocket	229,582	71
Toledo	229,242	72
Tucson	216,277	73
Greenville - Spartanburg	207,260	74
Baton Rouge	201,023	75
Wilmington, Del.	196,627	76
Albuquerque	193,817	77
Syracuse	191,867	78
Harrisburg - Lebanon - Carlisle	188,557	79
Santa Barbara - Santa Maria - Lompoc	175,050	80
Fresno	172,770	81
Allentown - Bethlehem	171,473	82
Sarasota	168,283	83
Scranton - Wilkes-Barre	165,922	84
Springfield, Mass.	165,075	85
Gary - Hammond	163,207	86
Jersey City	158,274	87
Lansing - East Lansing	156,470	88
Little Rock - North Little Rock	154,922	89
Oxnard - Ventura	153,860	90
Chattanooga	152,880	91
Saginaw - Bay City - Midland	152,482	92
Charleston, S.C.	152,455	93
Worcester - Fitchburg - Leominster	152,421	94
Lancaster	150,169	95
Honolulu	148,813	96
Manchester - Nashua	148,367	97
Wichita	147,767	98
Fort Myers - Cape Coral	146,421	99
El Paso	145,520	100
Total Top 100	**53,159,775**	
Lake County, Ill.	144,909	101
Des Moines	142,623	102
Akron	140,513	103
Mobile	139,172	104
Bakersfield	138,529	105
Flint	137,203	106
Youngstown - Warren	136,315	107
Anchorage	135,970	108
New Bedford - Fall River - Attleboro	133,085	109
Fayetteville, N.C.	129,307	110
Fort Wayne	128,379	111
Trenton	127,858	112
South Bend - Mishawaka	127,094	113
Corpus Christi	125,407	114
Tacoma	125,394	115
Columbia, S.C.	125,364	116
Shreveport	124,129	117
Colorado Springs	123,100	118
Santa Rosa - Petaluma	121,259	119
Portsmouth - Dover - Rochester	120,720	120
Ann Arbor	119,726	121
Lexington-Fayette	118,770	122
Kalamazoo	118,081	123
Stockton	116,671	124
Reading	115,087	125
Daytona Beach	114,719	126
Modesto	113,491	127
Beaumont - Port Arthur	113,370	128
Johnson City - Kingsport - Bristol	110,364	129
Jackson, Miss.	109,615	130
Atlantic City	109,435	131
Augusta	109,366	132
Boulder - Longmont	109,330	133
Spokane	104,150	134
Evansville	102,706	135
Vallejo - Fairfield - Napa	102,362	136
Canton	102,104	137
McAllen - Edinburg - Mission	101,154	138
Melbourne - Titusville - Palm Bay	100,090	139
York	99,945	140
Laredo	99,661	141
Salinas - Seaside - Monterey	99,628	142
Peoria	97,995	143
Naples	96,761	144
Davenport - Rock Island - Moline	94,465	145
Lubbock	93,681	146
Rockford	90,770	147
Pensacola	90,388	148
Odessa	89,321	149
Macon - Warner Robins	88,941	150
Total Top 150	**58,918,262**	
Columbus, Ga.	88,211	151
Savannah	87,963	152
Orange County, N.Y.	86,952	153
Appleton - Oshkosh - Neenah	86,734	154
Fort Pierce	85,921	155
Roanoke	85,293	156
New London - Norwich	82,830	157
Erie	81,602	158
Huntsville	80,776	159
Brownsville - Harlingen	80,310	160
Tallahassee	80,192	161
Eugene - Springfield	79,879	162
Reno	79,601	163
Huntington - Ashland	79,026	164
Lafayette, La.	78,463	165
Springfield, Mo.	78,209	166
Visalia - Tulare - Porterville	76,478	167
Utica - Rome	76,294	168
Longview - Marshall	72,551	169
Lakeland - Winter Haven	72,402	170
Amarillo	72,038	171
Binghamton	70,614	172
Midland, Tex.	69,831	173
Bradenton	68,735	174
Portland, Me.	68,600	175
Aurora - Elgin	68,472	176
Fort Walton Beach	67,153	177
Montgomery	66,827	178
Green Bay	65,249	179
Springfield, Ill.	64,336	180
Ocala	64,208	181
Asheville	64,007	182
Santa Cruz	63,798	183
Poughkeepsie	63,765	184
Charleston, W.Va.	62,623	185
Hickory	61,937	186
Billings	60,956	187
Killeen - Temple	59,404	188
Boise	58,852	189
Duluth	58,500	190
Salem, Ore.	57,180	191
Wichita Falls	56,156	192
Charlottesville	55,842	193
Fort Collins - Loveland	55,158	194
Lake Charles	54,995	195
Gainesville	53,811	196
Lincoln	53,684	197
Wilmington, N.C.	53,598	198
Lorain - Elyria	52,849	199
Burlington, Vt.	52,350	200
Total Top 200	**62,383,477**	
Johnstown	51,383	201
Abilene	51,217	202
Burlington, N.C.	51,049	203
Wheeling	51,010	204
Houma - Thibodaux	50,129	205
Muncie	49,478	206
Champaign - Urbana - Rantoul	49,402	207
Joliet	49,100	208
Cedar Rapids	48,874	209
Monroe	48,623	210
Provo - Orem	48,143	211
Waco	48,096	212
Fargo - Moorhead	47,143	213
Hamilton - Middletown	46,539	214
Biloxi - Gulfport	46,503	215
Chico	45,950	216
Sioux Falls	44,931	217
Altoona	44,685	218
Decatur	44,679	219
Tyler	44,206	220
San Angelo	43,849	221
Lynchburg	42,694	222
Dothan	41,990	223
Fort Smith	41,521	224
Jacksonville, N.C.	41,255	225
Olympia	40,772	226
Waterloo - Cedar Falls	40,710	227
Topeka	40,570	228
Parkersburg - Marietta	40,444	229
Bloomington - Normal	40,359	230
Anderson, S.C.	40,192	231
Albany, Ga.	39,969	232
Racine	39,915	233
Beaver County, Pa.	39,638	234
La Crosse	39,461	235
Eau Claire	38,467	236
Terre Haute	38,366	237
Panama City	38,235	238
St. Cloud	38,146	239
Galveston - Texas City	38,043	240
Lima	38,024	241
Bremerton	37,606	242
Great Falls	37,428	243
Pueblo	37,186	244
Alexandria, La.	36,243	245
Bellingham	35,248	246
Brazoria	34,987	247
Rochester, Minn.	34,729	248
Cheyenne	34,725	249
Sioux City	34,616	250
Total Top 250	**64,510,005**	
Santa Fe	34,445	251
Niagara Falls	34,192	252
Texarkana	34,092	253
Anderson, Ind.	33,652	254
Muskegon	33,334	255
Jackson, Mich.	33,263	256
Hagerstown	32,942	257
Vancouver	32,602	258
Athens	32,579	259
Tuscaloosa	32,403	260
Medford	32,394	261
Lawton	32,334	262
Florence, S.C.	31,932	263
Rapid City	31,256	264
Casper	31,158	265
Williamsport	31,105	266
State College	31,103	267
Lafayette - West Lafayette	30,854	268
Richland - Kennewick - Pasco	30,802	269
Janesville - Beloit	30,692	270
Pittsfield	30,578	271
Vineland - Millville - Bridgeton	30,454	272
Clarksville - Hopkinsville	30,188	273
Grand Forks	30,070	274
Bangor	30,015	275
Joplin	29,912	276
Yakima	29,736	277
Las Cruces	29,230	278
Owensboro	28,828	279
Steubenville - Weirton	28,747	280
Redding	28,742	281
Florence, Ala.	28,686	282
Yuba City	28,524	283
Sharon	28,520	284
Dubuque	28,510	285
Jackson, Tenn.	28,312	286
Battle Creek	28,002	287
Bryan - College Station	27,993	288
Greeley	27,893	289
Mansfield	27,892	290
Bismarck	27,542	291
Enid	27,129	292
Kokomo	26,658	293
Merced	26,584	294
Victoria	26,375	295
Cumberland	26,369	296
Fayetteville - Springdale	25,729	297
Bloomington, Ind.	25,472	298
Wausau	25,378	299
Elkhart - Goshen	25,244	300
Sherman - Denison	24,779	301
Kankakee	24,374	302
Iowa City	24,231	303
Kenosha	24,000	304
Columbia, Mo.	23,200	305
Benton Harbor	22,909	306
Anniston	22,710	307
Elmira	21,652	308
Gadsden	21,189	309
St. Joseph	21,015	310
Pascagoula	20,557	311
Danville, Va.	20,059	312
Pine Bluff	19,249	313
Glens Falls	18,826	314
Lawrence, Kans.	18,002	315
Sheboygan	17,286	316
Lewiston - Auburn	15,823	317
Total Above Areas	**66,360,312**	
Percent of U.S.	**86.0061**	
U.S. Total	**77,157,654**	

DRUGSTORE SALES

Area	($000)	Rank
Chicago	1,834,686	1
Los Angeles - Long Beach	1,796,959	2
New York	1,658,023	3
Detroit	1,454,379	4
Philadelphia	1,124,643	5
Boston - Lawrence - Salem - Lowell - Brockton	961,836	6
Washington	960,383	7
Houston	641,502	8
Cleveland	639,276	9
Nassau - Suffolk	624,446	10
Atlanta	582,168	11
Miami - Hialeah	574,118	12
Oakland	524,170	13
Baltimore	513,235	14
Phoenix	511,499	15
Anaheim - Santa Ana	488,378	16
San Francisco	459,842	17
San Diego	433,949	18
St. Louis	432,437	19
Pittsburgh	427,717	20
Dallas	413,548	21
Minneapolis - St. Paul	411,291	22
Tampa - St. Petersburg - Clearwater	401,771	23
Seattle	397,782	24
San Jose	385,712	25
Newark	384,153	26
Indianapolis	374,164	27
Cincinnati	373,669	28
Sacramento	367,519	29
New Orleans	365,216	30
Riverside - San Bernardino	364,949	31
Bergen - Passaic	329,990	32
Fort Lauderdale - Hollywood - Pompano Beach	326,053	33
Honolulu	314,736	34
Kansas City	314,565	35
Columbus, Ohio	278,028	36
Hartford - New Britain - Middletown - Bristol	276,216	37
Buffalo	273,299	38
Denver	270,533	39
Milwaukee	264,103	40
Memphis	260,171	41
Louisville	256,652	42
Rochester, N.Y.	251,792	43
Providence - Pawtucket - Woonsocket	227,691	44
Charlotte - Gastonia - Rock Hill	220,118	45
West Palm Beach - Boca Raton - Delray Beach	216,455	46
Norfolk - Virginia Beach - Newport News	215,861	47
Richmond - Petersburg	214,153	48
Albany - Schenectady - Troy	202,883	49
Toledo	200,853	50
Total Top 50	**25,797,572**	
Gary - Hammond	198,475	51
Birmingham	193,679	52
Greensboro - Winston-Salem - High Point	193,231	53
Middlesex - Somerset - Hunterdon	193,168	54
Nashville	192,906	55
Fort Worth - Arlington	192,684	56
Jacksonville, Fla.	183,580	57
Monmouth - Ocean	182,629	58
Dayton - Springfield	179,579	59
Scranton - Wilkes-Barre	174,056	60
Raleigh - Durham	172,512	61
Syracuse	169,485	62
Las Vegas	164,479	63
Bridgeport - Stamford - Norwalk - Danbury	160,505	64
Orlando	160,180	65
Oklahoma City	157,313	66
Fresno	156,650	67
Worcester - Fitchburg - Leominster	153,419	68
Knoxville	147,388	69
Akron	147,287	70
Tucson	142,840	71
New Haven - Waterbury - Meriden	139,610	72
Springfield, Mass.	133,531	73
Harrisburg - Lebanon - Carlisle	131,515	74
Salt Lake City - Ogden	124,635	75
Flint	124,599	76
Lake County, Ill.	124,459	77
San Antonio	123,921	78
Allentown - Bethlehem	123,677	79
Oxnard - Ventura	123,279	80
Omaha	122,868	81
Mobile	121,921	82
Melbourne - Titusville - Palm Bay	121,659	83
Greenville - Spartanburg	119,032	84
Wilmington, Del.	114,886	85
Portland, Ore.	114,739	86
Santa Rosa - Petaluma	110,898	87
Vallejo - Fairfield - Napa	110,389	88
Youngstown - Warren	109,736	89
Santa Barbara - Santa Maria - Lompoc	108,730	90
Stockton	106,928	91
Grand Rapids	102,429	92
New Bedford - Fall River - Attleboro	99,985	93
Jersey City	99,082	94
Anchorage	98,918	95
Saginaw - Bay City - Midland	96,207	96
Bakersfield	94,733	97
Modesto	94,445	98
Baton Rouge	94,352	99
Johnson City - Kingsport - Bristol	92,679	100
Total Top 100	**32,697,459**	
Daytona Beach	92,615	101
Utica - Rome	92,283	102
Aurora - Elgin	90,781	103
Tulsa	90,203	104
Austin	90,192	105
Jackson, Miss.	89,781	106
Fort Wayne	89,532	107
Albuquerque	87,758	108
Sarasota	85,944	109
Joliet	84,875	110
Davenport - Rock Island - Moline	84,585	111
Tacoma	84,546	112
Canton	81,859	113
Fort Myers - Cape Coral	81,450	114
Atlantic City	80,423	115
Trenton	78,044	116
Augusta	78,038	117
Salinas - Seaside - Monterey	76,573	118
Beaumont - Port Arthur	76,094	119
Columbia, S.C.	74,306	120
Lancaster	73,891	121
Chattanooga	73,402	122
Little Rock - North Little Rock	72,795	123
Lexington-Fayette	72,324	124
Binghamton	71,608	125
South Bend - Mishawaka	71,443	126
Charleston, S.C.	70,161	127
Springfield, Ill.	68,987	128
Montgomery	68,466	129
Visalia - Tulare - Porterville	67,365	130
Lansing - East Lansing	66,504	131
Huntington - Ashland	66,172	132
Wichita	65,994	133
Spokane	65,952	134
Shreveport	64,786	135
Des Moines	64,551	136
Ann Arbor	63,934	137
Portsmouth - Dover - Rochester	63,831	138
Manchester - Nashua	62,715	139
Portland, Me.	62,295	140
Charleston, W.Va.	61,814	141
Peoria	61,563	142
Reno	60,993	143
Lakeland - Winter Haven	60,751	144
Lorain - Elyria	60,238	145
Evansville	59,501	146
Roanoke	58,601	147
Macon - Warner Robins	57,802	148
Reading	56,264	149
Madison	56,255	150
Total Top 150	**36,338,299**	
Hickory	55,980	151
Chico	55,035	152
Boise	54,916	153
Asheville	54,823	154
York	54,565	155
Erie	54,311	156
Redding	52,264	157
Orange County, N.Y.	51,906	158
Poughkeepsie	50,812	159
El Paso	50,618	160
Santa Cruz	50,578	161
Niagara Falls	50,466	162
Hamilton - Middletown	50,154	163
Savannah	48,592	164
Rockford	47,170	165
Pensacola	46,895	166
Biloxi - Gulfport	46,707	167
Fort Pierce	45,383	168
Duluth	45,376	169
Bradenton	44,912	170
Lake Charles	44,744	171
Topeka	44,324	172
Lincoln	43,679	173
Parkersburg - Marietta	43,563	174
Muncie	43,489	175
Kalamazoo	42,495	176
Corpus Christi	42,050	177
Sioux Falls	41,244	178
Ocala	41,205	179
Bremerton	40,678	180
New London - Norwich	40,642	181
Richland - Kennewick - Pasco	38,627	182
Champaign - Urbana - Rantoul	38,421	183
Columbus, Ga.	38,279	184
Naples	38,270	185
Merced	38,082	186
Houma - Thibodaux	38,062	187
Anderson, Ind.	37,941	188
Galveston - Texas City	37,313	189
Wheeling	37,125	190
Springfield, Mo.	37,050	191
Lafayette, La.	37,049	192
Beaver County, Pa.	36,824	193
McAllen - Edinburg - Mission	36,676	194
Colorado Springs	36,618	195
Johnstown	36,418	196
Huntsville	36,407	197
Santa Fe	35,734	198
Boulder - Longmont	35,164	199
Battle Creek	35,020	200
Total Top 200	**38,522,955**	
Eugene - Springfield	34,458	201
Athens	34,411	202
Pittsfield	34,349	203
Appleton - Oshkosh - Neenah	34,023	204
Cedar Rapids	34,004	205
Elkhart - Goshen	33,829	206
Kokomo	33,653	207
Billings	33,614	208
Lynchburg	33,475	209
Fayetteville, N.C.	33,292	210
Longview - Marshall	32,799	211
Lima	32,751	212
Bloomington - Normal	32,640	213
Steubenville - Weirton	32,294	214
Jackson, Mich.	32,272	215
Decatur	31,668	216
Monroe	31,647	217
Glens Falls	31,637	218
Terre Haute	31,193	219
Waterloo - Cedar Falls	31,156	220
Vancouver	31,080	221
Abilene	31,040	222
Salem, Ore.	30,989	223
Tallahassee	30,872	224
Lafayette - West Lafayette	30,835	225
Altoona	30,807	226
Benton Harbor	30,797	227
Burlington, N.C.	30,053	228
Racine	29,300	229
Anderson, S.C.	29,157	230
Tyler	29,101	231
Yakima	28,925	232
Provo - Orem	28,702	233
Bangor	28,500	234
Vineland - Millville - Bridgeton	28,439	235
Muskegon	28,395	236
Clarksville - Hopkinsville	28,295	237
Wilmington, N.C.	27,894	238
Brownsville - Harlingen	27,846	239
Gainesville	27,721	240
Charlottesville	27,639	241
Hagerstown	27,282	242
Owensboro	27,150	243
Olympia	26,695	244
Alexandria, La.	26,665	245
Rochester, Minn.	26,145	246
Janesville - Beloit	25,831	247
Mansfield	25,489	248
Brazoria	25,442	249
Cumberland	25,262	250
Total Top 250	**40,034,468**	
Fort Walton Beach	25,094	251
Burlington, Vt.	24,987	252
Tuscaloosa	24,889	253
Danville, Va.	24,761	254
Texarkana	24,683	255
St. Cloud	24,644	256
Florence, S.C.	23,969	257
Dothan	23,935	258
Lubbock	23,907	259
Panama City	23,783	260
Killeen - Temple	23,581	261
Casper	23,411	262
Elmira	23,398	263
Fort Smith	22,839	264
Great Falls	22,831	265
Kankakee	22,658	266
Amarillo	22,446	267
Waco	22,401	268
Wichita Falls	22,024	269
Cheyenne	21,624	270
Williamsport	21,388	271
Fargo - Moorhead	21,334	272
Bellingham	20,950	273
Jackson, Tenn.	20,885	274
Pascagoula	20,849	275
Yuba City	20,778	276
Kenosha	20,713	277
State College	20,711	278
Sioux City	20,677	279
Midland, Tex.	20,587	280
Anniston	20,385	281
Odessa	20,308	282
Sherman - Denison	19,893	283
Fort Collins - Loveland	19,214	284
Las Cruces	19,133	285
Pueblo	18,722	286
Albany, Ga.	18,693	287
Dubuque	18,473	288
Laredo	18,414	289
Bloomington, Ind.	18,365	290
Florence, Ala.	17,884	291
Green Bay	17,480	292
Enid	17,343	293
Columbia, Mo.	17,080	294
Eau Claire	16,905	295
Joplin	16,896	296
Rapid City	16,814	297
La Crosse	16,657	298
Sharon	16,474	299
Bismarck	16,229	300
San Angelo	16,107	301
Greeley	16,070	302
Lewiston - Auburn	15,894	303
Jacksonville, N.C.	15,498	304
Sheboygan	15,451	305
Gadsden	15,388	306
Medford	15,154	307
St. Joseph	13,164	308
Iowa City	12,976	309
Pine Bluff	12,909	310
Fayetteville - Springdale	12,436	311
Lawton	11,966	312
Bryan - College Station	11,291	313
Victoria	9,696	314
Lawrence, Kans.	8,864	315
Wausau	7,428	316
Grand Forks	6,207	317
Total Above Areas	**41,293,066**	
Percent of U.S.	**80.4718**	
U.S. Total	**51,313,691**	

APPAREL AND ACCESSORIES STORE SALES

Area	($000)	Rank
New York	4,278,647	1
Los Angeles - Long Beach	3,232,448	2
Chicago	2,946,023	3
Philadelphia	1,940,905	4
Boston - Lawrence - Salem - Lowell - Brockton	1,845,544	5
Detroit	1,649,419	6
Washington	1,467,994	7
Nassau - Suffolk	1,370,626	8
Houston	1,296,731	9
San Francisco	1,080,534	10
Anaheim - Santa Ana	1,017,805	11
Miami - Hialeah	974,903	12
Dallas	972,264	13
Atlanta	861,037	14
Bergen - Passaic	860,937	15
Seattle	841,981	16
San Diego	807,613	17
Newark	791,108	18
St. Louis	723,130	19
Minneapolis - St. Paul	708,785	20
Oakland	693,851	21
Pittsburgh	633,342	22
Cleveland	626,975	23
Baltimore	617,176	24
San Jose	598,047	25
New Orleans	540,499	26
Riverside - San Bernardino	528,757	27
Denver	518,624	28
Middlesex - Somerset - Hunterdon	493,203	29
Oklahoma City	486,633	30
Phoenix	479,131	31
Kansas City	461,428	32
Hartford - New Britain - Middletown - Bristol	444,372	33
Fort Lauderdale - Hollywood - Pompano Beach	443,366	34
Bridgeport - Stamford - Norwalk - Danbury	432,193	35
Honolulu	430,702	36
Fort Worth - Arlington	419,253	37
Portland, Ore.	411,668	38
Norfolk - Virginia Beach - Newport News	407,186	39
Tampa - St. Petersburg - Clearwater	402,131	40
San Antonio	388,092	41
Charlotte - Gastonia - Rock Hill	383,904	42
Indianapolis	383,584	43
Memphis	374,772	44
Birmingham	366,987	45
Sacramento	361,290	46
Cincinnati	357,972	47
West Palm Beach - Boca Raton - Delray Beach	350,896	48
Buffalo	339,506	49
Albany - Schenectady - Troy	324,818	50
Total Top 50	**43,368,792**	
Monmouth - Ocean	323,879	51
Milwaukee	316,743	52
Columbus, Ohio	311,043	53
Providence - Pawtucket - Woonsocket	303,469	54
Greensboro - Winston-Salem - High Point	301,409	55
New Haven - Waterbury - Meriden	294,389	56
Reading	281,228	57
Rochester, N.Y.	279,477	58
Louisville	279,017	59
Tulsa	277,894	60
Salt Lake City - Ogden	268,855	61
Jersey City	263,901	62
Nashville	260,763	63
Austin	250,168	64
Richmond - Petersburg	248,895	65
Orlando	241,486	66
Knoxville	235,901	67
Scranton - Wilkes-Barre	233,176	68
Raleigh - Durham	229,311	69
Syracuse	228,924	70
Grand Rapids	224,259	71
Las Vegas	224,107	72
Little Rock - North Little Rock	223,167	73
Dayton - Springfield	222,223	74
Springfield, Mass.	216,985	75
Jacksonville, Fla.	208,251	76
Worcester - Fitchburg - Leominster	208,099	77
New Bedford - Fall River - Attleboro	194,525	78
Allentown - Bethlehem	190,991	79
Greenville - Spartanburg	190,620	80
Fresno	170,861	81
Gary - Hammond	169,885	82
El Paso	169,244	83
McAllen - Edinburg - Mission	167,366	84
Omaha	167,075	85
Wilmington, Del.	165,625	86
Lake County, Ill.	164,879	87
Beaumont - Port Arthur	164,012	88
Santa Barbara - Santa Maria - Lompoc	163,538	89
Toledo	159,381	90
Oxnard - Ventura	157,709	91
Baton Rouge	157,702	92
Trenton	151,063	93
Harrisburg - Lebanon - Carlisle	150,285	94
Albuquerque	146,899	95
Saginaw - Bay City - Midland	144,058	96
Charleston, S.C.	142,910	97
Chattanooga	134,698	98
Columbia, S.C.	134,502	99
Tucson	134,006	100
Total Top 100	**54,017,645**	
Lansing - East Lansing	133,751	101
Salinas - Seaside - Monterey	130,678	102
Akron	130,409	103
Manchester - Nashua	126,869	104
Atlantic City	124,702	105
Tacoma	124,506	106
Bakersfield	121,646	107
Anchorage	120,968	108
Laredo	119,578	109
Shreveport	118,990	110
Flint	118,435	111
Utica - Rome	117,562	112
Portsmouth - Dover - Rochester	114,295	113
Des Moines	114,214	114
Canton	113,352	115
Youngstown - Warren	113,272	116
Lancaster	111,878	117
Wichita	111,125	118
Spokane	110,569	119
Corpus Christi	109,493	120
Evansville	109,482	121
Stockton	108,751	122
Augusta	107,093	123
Madison	104,725	124
Johnson City - Kingsport - Bristol	104,442	125
Modesto	104,105	126
Fort Wayne	103,540	127
Brownsville - Harlingen	102,870	128
Lexington-Fayette	100,928	129
Jackson, Miss.	99,693	130
Colorado Springs	99,656	131
Portland, Me.	98,583	132
Lafayette, La.	96,566	133
Santa Rosa - Petaluma	94,623	134
Savannah	92,370	135
Orange County, N.Y.	91,899	136
Davenport - Rock Island - Moline	89,851	137
Mobile	88,889	138
Poughkeepsie	88,447	139
Reno	88,091	140
Amarillo	87,466	141
Huntington - Ashland	87,252	142
Peoria	85,943	143
Kalamazoo	85,644	144
Vallejo - Fairfield - Napa	85,113	145
Galveston - Texas City	82,589	146
Sarasota	81,990	147
Montgomery	81,658	148
Ann Arbor	80,608	149
Lubbock	80,464	150
Total Top 150	**59,217,268**	
York	79,347	151
Erie	78,929	152
Binghamton	77,995	153
Rockford	77,423	154
Visalia - Tulare - Porterville	76,781	155
Aurora - Elgin	75,077	156
Joliet	74,842	157
Macon - Warner Robins	72,570	158
Burlington, N.C.	71,059	159
Charleston, W.Va.	70,744	160
Roanoke	70,360	161
Hickory	69,288	162
Huntsville	69,170	163
Appleton - Oshkosh - Neenah	68,820	164
Longview - Marshall	68,423	165
Daytona Beach	67,435	166
Asheville	67,248	167
Boulder - Longmont	66,849	168
Lakeland - Winter Haven	66,327	169
Monroe	65,449	170
Springfield, Mo.	65,433	171
South Bend - Mishawaka	64,825	172
Odessa	64,612	173
Burlington, Vt.	63,670	174
Springfield, Ill.	62,446	175
Salem, Ore.	62,147	176
Fort Myers - Cape Coral	60,893	177
New London - Norwich	60,096	178
Eugene - Springfield	59,817	179
Tyler	59,741	180
Santa Cruz	59,377	181
Charlottesville	59,199	182
Columbus, Ga.	59,019	183
Yakima	58,505	184
Duluth	58,002	185
Niagara Falls	57,095	186
Abilene	55,702	187
Lake Charles	55,674	188
Wilmington, N.C.	55,306	189
Pittsfield	55,254	190
Pensacola	54,913	191
Midland, Tex.	54,848	192
Alexandria, La.	54,737	193
Green Bay	54,568	194
Terre Haute	54,493	195
Naples	53,935	196
Lincoln	53,904	197
Melbourne - Titusville - Palm Bay	53,436	198
Fayetteville, N.C.	52,536	199
Champaign - Urbana - Rantoul	52,375	200
Total Top 200	**62,387,962**	
Waco	52,005	201
Altoona	49,239	202
Bryan - College Station	47,881	203
Houma - Thibodaux	47,500	204
Tallahassee	46,873	205
Gainesville	46,731	206
Sioux Falls	46,510	207
Fort Smith	46,187	208
Santa Fe	45,716	209
Williamsport	45,713	210
Tuscaloosa	45,455	211
Fort Pierce	45,372	212
Billings	45,112	213
Killeen - Temple	44,715	214
Texarkana	44,496	215
Decatur	44,122	216
Cedar Rapids	43,804	217
Fort Collins - Loveland	42,200	218
Boise	42,190	219
Bangor	41,744	220
Vineland - Millville - Bridgeton	41,714	221
Wheeling	41,647	222
Rochester, Minn.	41,615	223
Chico	41,268	224
Johnstown	41,244	225
Biloxi - Gulfport	40,833	226
Waterloo - Cedar Falls	40,827	227
Bradenton	40,555	228
San Angelo	39,802	229
Lorain - Elyria	39,799	230
Bloomington - Normal	39,719	231
Brazoria	39,558	232
Provo - Orem	39,306	233
Fargo - Moorhead	38,975	234
Wichita Falls	38,893	235
Lynchburg	38,335	236
Ocala	38,111	237
Dothan	37,998	238
Danville, Va.	37,564	239
Albany, Ga.	37,366	240
Racine	37,345	241
Anderson, Ind.	36,893	242
Benton Harbor	36,885	243
Topeka	36,800	244
Florence, Ala.	36,797	245
Athens	36,569	246
Florence, S.C.	36,540	247
Kokomo	36,485	248
Jackson, Tenn.	36,259	249
Lima	36,205	250
Total Top 250	**64,463,434**	
Glens Falls	35,597	251
St. Cloud	35,374	252
Janesville - Beloit	35,219	253
Elkhart - Goshen	35,177	254
Eau Claire	35,009	255
Olympia	34,975	256
Joplin	34,801	257
Richland - Kennewick - Pasco	34,240	258
Victoria	34,135	259
Vancouver	33,912	260
Sioux City	33,891	261
Muncie	33,703	262
Parkersburg - Marietta	33,641	263
Lawton	33,595	264
Bloomington, Ind.	33,066	265
Beaver County, Pa.	33,001	266
Anderson, S.C.	32,633	267
Pine Bluff	32,017	268
Enid	32,012	269
Mansfield	31,830	270
Columbia, Mo.	31,726	271
Elmira	31,446	272
La Crosse	31,346	273
Muskegon	30,691	274
Lafayette - West Lafayette	30,615	275
Redding	30,467	276
Medford	29,972	277
Anniston	29,424	278
Pueblo	29,317	279
Panama City	29,057	280
Jackson, Mich.	29,022	281
Casper	29,018	282
Las Cruces	28,961	283
Cheyenne	28,121	284
Fort Walton Beach	28,087	285
Sharon	28,038	286
Bremerton	27,885	287
Hagerstown	27,827	288
Bellingham	27,409	289
Rapid City	26,669	290
State College	26,559	291
Pascagoula	26,551	292
Sherman - Denison	26,059	293
Owensboro	25,799	294
Fayetteville - Springdale	25,630	295
Bismarck	25,603	296
Hamilton - Middletown	25,509	297
Dubuque	25,376	298
Battle Creek	25,082	299
Steubenville - Weirton	24,118	300
Kankakee	23,622	301
Wausau	23,384	302
Cumberland	23,365	303
Yuba City	23,304	304
Lewiston - Auburn	23,267	305
Clarksville - Hopkinsville	22,886	306
Great Falls	22,860	307
Merced	22,811	308
St. Joseph	22,699	309
Gadsden	22,674	310
Grand Forks	21,552	311
Kenosha	21,216	312
Greeley	20,947	313
Iowa City	20,201	314
Lawrence, Kans.	16,088	315
Jacksonville, N.C.	13,513	316
Sheboygan	13,257	317
Total Above Areas	**66,340,292**	
Percent of U.S.	**85.9194**	
U.S. Total	**77,212,204**	

GASOLINE SERVICE STATION SALES

Area	($000)	Rank
Los Angeles - Long Beach	3,308,725	1
Chicago	1,924,994	2
Detroit	1,905,294	3
Boston - Lawrence - Salem - Lowell - Brockton	1,870,087	4
Philadelphia	1,655,887	5
Washington	1,630,846	6
New York	1,327,962	7
Houston	1,311,090	8
Atlanta	1,277,146	9
Minneapolis - St. Paul	1,202,861	10
St. Louis	1,183,232	11
Dallas	1,130,198	12
Nassau - Suffolk	943,694	13
Anaheim - Santa Ana	892,253	14
Phoenix	867,379	15
Baltimore	866,678	16
Cleveland	862,012	17
San Diego	809,678	18
Denver	783,011	19
Miami - Hicleah	748,146	20
Riverside - San Bernardino	742,265	21
Oakland	727,075	22
Pittsburgh	721,265	23
Tampa - St. Petersburg - Clearwater	704,349	24
Indianapolis	704,005	25
Kansas City	702,761	26
Newark	692,528	27
Seattle	652,712	28
Bergen - Passaic	645,291	29
San Francisco	643,211	30
Cincinnati	640,001	31
Columbus, Ohio	610,611	32
Hartford - New Britain - Middletown - Bristol	582,299	33
San Jose	563,229	34
Memphis	551,374	35
New Orleans	533,357	36
Sacramento	518,987	37
Milwaukee	509,025	38
Middlesex - Somerset - Hunterdon	487,155	39
Fort Lauderdale - Hollywood - Pompano Beach	485,458	40
Portland, Ore.	478,397	41
Fort Worth - Arlington	474,423	42
Nashville	467,845	43
San Antonio	463,950	44
Louisville	452,593	45
Bridgeport - Stamford - Norwalk - Danbury	440,569	46
Norfolk - Virginia Beach - Newport News	418,850	47
Dayton - Springfield	415,845	48
Monmouth - Ocean	399,533	49
Salt Lake City - Ogden	387,238	50
Total Top 50	**43,317,374**	
Charlotte - Gastonia - Rock Hill	381,037	51
Providence - Pawtucket - Woonsocket	377,855	52
Richmond - Petersburg	377,516	53
Toledo	375,185	54
Orlando	375,139	55
Jacksonville, Fla.	357,469	56
Greensboro - Winston-Salem - High Point	344,543	57
New Haven - Waterbury - Meriden	337,035	58
Knoxville	333,862	59
Gary - Hammond	333,740	60
Rochester, N.Y.	321,406	61
Oklahoma City	319,863	62
Las Vegas	313,540	63
Albany - Schenectady - Troy	307,556	64
West Palm Beach - Boca Raton - Delray Beach	304,153	65
Harrisburg - Lebanon - Carlisle	302,208	66
Omaha	298,165	67
Springfield, Mass.	290,331	68
Akron	289,691	69
Buffalo	288,725	70
Worcester - Fitchburg - Leominster	288,205	71
Allentown - Bethlehem	265,037	72
Birmingham	257,332	73
Honolulu	256,693	74
Wilmington, Del.	254,115	75
Grand Rapids	253,014	76
Greenville - Spartanburg	247,122	77
Tulsa	233,508	78
Youngstown - Warren	233,402	79
Scranton - Wilkes-Barre	232,156	80
Bakersfield	229,280	81
Austin	228,003	82
Raleigh - Durham	219,117	83
Little Rock - North Little Rock	213,789	84
Chattanooga	212,257	85
Tucson	210,187	86
Columbia, S.C.	207,315	87
Saginaw - Bay City - Midland	201,919	88
New Bedford - Fall River - Attleboro	199,970	89
Oxnard - Ventura	196,847	90
Baton Rouge	193,335	91
Flint	193,256	92
Fresno	189,118	93
Santa Barbara - Santa Maria - Lompoc	187,298	94
Tacoma	182,340	95
Jersey City	181,867	96
Lansing - East Lansing	181,271	97
Lake County, Ill.	180,833	98
Joliet	177,113	99
Syracuse	175,938	100
Total Top 100	**56,428,030**	
Jackson, Miss.	173,330	101
Canton	171,357	102
Des Moines	170,134	103
Albuquerque	170,032	104
Lexington-Fayette	167,640	105
Wichita	164,180	106
Corpus Christi	163,825	107
Mobile	163,044	108
Davenport - Rock Island - Moline	162,566	109
Fort Wayne	162,237	110
Beaumont - Port Arthur	161,856	111
Manchester - Nashua	153,519	112
Madison	150,847	113
Reno	149,832	114
Charleston, S.C.	147,828	115
Santa Rosa - Petaluma	147,563	116
Shreveport	146,357	117
Vallejo - Fairfield - Napa	146,347	118
Stockton	143,723	119
Huntington - Ashland	142,736	120
Trenton	142,265	121
Portsmouth - Dover - Rochester	138,481	122
Augusta	135,602	123
Atlantic City	134,114	124
Charleston, W.Va.	133,511	125
Ann Arbor	130,228	126
Colorado Springs	129,830	127
Erie	129,768	128
Peoria	128,006	129
Aurora - Elgin	127,174	130
New London - Norwich	126,785	131
Salinas - Seaside - Monterey	125,149	132
Rockford	122,927	133
Lakeland - Winter Haven	122,781	134
Melbourne - Titusville - Palm Bay	122,366	135
Evansville	120,257	136
Daytona Beach	116,797	137
Duluth	116,489	138
El Paso	116,361	139
Lorain - Elyria	113,861	140
Johnson City - Kingsport - Bristol	113,608	141
York	112,863	142
Spokane	111,425	143
Orange County, N.Y.	110,388	144
Reading	108,980	145
Pensacola	107,343	146
Montgomery	106,854	147
Portland, Me.	106,248	148
Anchorage	104,565	149
Appleton - Oshkosh - Neenah	103,893	150
Total Top 150	**63,205,902**	
Roanoke	103,827	151
Modesto	101,177	152
Ocala	100,797	153
Lancaster	100,138	154
Macon - Warner Robins	100,072	155
Lima	100,042	156
Boulder - Longmont	99,345	157
South Bend - Mishawaka	99,279	158
Kalamazoo	99,245	159
Benton Harbor	95,940	160
Binghamton	95,743	161
Sarasota	94,854	162
Utica - Rome	94,374	163
Hamilton - Middletown	93,318	164
Lafayette, La.	91,577	165
Eugene - Springfield	90,730	166
Fort Myers - Cape Coral	90,188	167
Visalia - Tulare - Porterville	90,177	168
Muncie	89,277	169
Fargo - Moorhead	88,368	170
Columbus, Ga.	86,563	171
Savannah	85,502	172
Asheville	82,656	173
Wheeling	81,422	174
Poughkeepsie	80,854	175
Salem, Ore.	79,543	176
Galveston - Texas City	78,934	177
Pittsfield	77,746	178
Midland, Tex.	76,901	179
Parkersburg - Marietta	75,863	180
Fayetteville, N.C.	75,543	181
Terre Haute	74,802	182
Redding	74,644	183
Green Bay	73,868	184
Springfield, Ill.	73,183	185
Fort Pierce	72,911	186
Tallahassee	72,677	187
Provo - Orem	72,320	188
Merced	71,520	189
Battle Creek	70,929	190
Champaign - Urbana - Rantoul	70,595	191
St. Cloud	70,555	192
Mansfield	69,839	193
Gainesville	69,284	194
Santa Cruz	68,310	195
Boise	68,127	196
Springfield, Mo.	67,945	197
Bangor	66,406	198
Janesville - Beloit	64,285	199
Burlington, N.C.	63,976	200
Total Top 200	**67,342,073**	
Anderson, Ind.	63,783	201
Lincoln	63,747	202
Johnstown	63,662	203
Fort Collins - Loveland	63,495	204
Sioux Falls	63,384	205
Bloomington - Normal	63,131	206
Fort Smith	62,993	207
Bradenton	62,984	208
Steubenville - Weirton	61,274	209
Kokomo	61,099	210
Biloxi - Gulfport	60,031	211
Las Cruces	59,553	212
Abilene	59,504	213
Amarillo	59,441	214
Muskegon	58,004	215
Jackson, Mich.	57,009	216
Kenosha	56,975	217
Racine	56,861	218
Richland - Kennewick - Pasco	56,844	219
Topeka	56,487	220
Lynchburg	56,404	221
Elkhart - Goshen	56,370	222
Beaver County, Pa.	56,358	223
Tyler	56,316	224
Joplin	56,256	225
Lake Charles	56,082	226
Huntsville	56,067	227
Rochester, Minn.	55,478	228
Cedar Rapids	55,159	229
Waco	54,945	230
Longview - Marshall	54,672	231
Eau Claire	54,030	232
Houma - Thibodaux	53,170	233
Yakima	52,524	234
Naples	52,077	235
Waterloo - Cedar Falls	51,981	236
Texarkana	51,929	237
Florence, S.C.	51,421	238
Lafayette - West Lafayette	50,961	239
Fort Walton Beach	50,360	240
Decatur	50,336	241
Vineland - Millville - Bridgeton	50,235	242
Billings	49,820	243
Sioux City	49,460	244
Cheyenne	48,643	245
Killeen - Temple	48,585	246
Medford	47,906	247
Charlottesville	47,746	248
Anderson, S.C.	47,227	249
McAllen - Edinburg - Mission	47,032	250
Total Top 250	**70,121,884**	
Dothan	45,487	251
Tuscaloosa	45,451	252
Olympia	45,445	253
Bismarck	45,337	254
Hickory	44,830	255
Lubbock	43,403	256
Wichita Falls	43,089	257
Bryan - College Station	42,558	258
Lewiston - Auburn	41,973	259
Glens Falls	41,961	260
Burlington, Vt.	41,625	261
Greeley	41,068	262
Odessa	41,038	263
Hagerstown	40,733	264
Niagara Falls	40,640	265
Pueblo	40,319	266
Brownsville - Harlingen	39,928	267
Panama City	39,903	268
Alexandria, La.	39,870	269
Bremerton	39,722	270
Victoria	39,479	271
Rapid City	39,435	272
Brazoria	39,290	273
Altoona	39,016	274
Vancouver	38,946	275
Florence, Ala.	38,602	276
Cumberland	38,563	277
Chico	38,413	278
Athens	37,816	279
Wausau	37,632	280
Jackson, Tenn.	36,750	281
Bloomington, Ind.	36,362	282
Clarksville - Hopkinsville	36,181	283
Bellingham	35,726	284
Wilmington, N.C.	34,878	285
Sharon	34,417	286
Santa Fe	34,375	287
La Crosse	34,319	288
State College	32,796	289
St. Joseph	32,719	290
Pascagoula	32,696	291
Columbia, Mo.	32,508	292
Elmira	31,241	293
Owensboro	30,792	294
Fayetteville - Springdale	30,255	295
Casper	30,117	296
Iowa City	29,239	297
Dubuque	27,923	298
Sheboygan	27,868	299
Albany, Ga.	27,788	300
Grand Forks	27,714	301
Yuba City	27,574	302
Laredo	26,993	303
Great Falls	26,183	304
Sherman - Denison	26,048	305
Monroe	25,840	306
Lawrence, Kans.	24,683	307
Anniston	24,597	308
Kankakee	23,874	309
Danville, Va.	23,421	310
Williamsport	23,240	311
Enid	21,921	312
Pine Bluff	21,685	313
San Angelo	20,978	314
Jacksonville, N.C.	18,168	315
Gadsden	17,612	316
Lawton	14,072	317
Total Above Areas	**72,397,009**	
Percent of U.S.	**78.7877**	
U.S. Total	**91,888,761**	

BUILDING MATERIALS AND HARDWARE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	2,140,038	1
New York	1,611,540	2
Philadelphia	1,576,510	3
Houston	1,490,805	4
Boston - Lawrence - Salem - Lowell - Brockton	1,475,154	5
Chicago	1,417,029	6
Detroit	1,324,808	7
Atlanta	1,250,700	8
Nassau - Suffolk	1,211,136	9
Dallas	1,007,690	10
Washington	955,556	11
St. Louis	853,700	12
Anaheim - Santa Ana	810,379	13
Minneapolis - St. Paul	778,662	14
Riverside - San Bernardino	757,044	15
Denver	749,143	16
Oklahoma City	665,877	17
Phoenix	664,759	18
San Diego	656,569	19
Tampa - St. Petersburg - Clearwater	648,337	20
Baltimore	645,091	21
Oakland	642,579	22
San Francisco	623,099	23
Pittsburgh	611,277	24
Fort Worth - Arlington	581,223	25
Newark	575,103	26
Seattle	574,634	27
Miami - Hialeah	547,633	28
San Antonio	516,680	29
Sacramento	513,889	30
Kansas City	511,407	31
Bergen - Passaic	508,323	32
Austin	497,926	33
San Jose	474,051	34
Cleveland	455,168	35
New Orleans	453,400	36
Charlotte - Gastonia - Rock Hill	449,691	37
Hartford - New Britain - Middletown - Bristol	419,164	38
Orlando	417,120	39
Cincinnati	410,040	40
Indianapolis	403,880	41
Norfolk - Virginia Beach - Newport News	385,382	42
Bridgeport - Stamford - Norwalk Danbury	383,440	43
Columbus, Ohio	362,128	44
Monmouth - Ocean	346,059	45
Middlesex - Somerset - Hunterdon	343,870	46
Anchorage	332,743	47
Salt Lake City - Ogden	331,132	48
Fort Lauderdale - Hollywood - Pompano Beach	325,361	49
Tulsa	319,078	50
Total Top 50	**36,006,007**	
Greensboro - Winston-Salem - High Point	317,735	51
Milwaukee	313,072	52
Rochester, N.Y.	302,947	53
Baton Rouge	289,252	54
West Palm Beach - Boca Raton - Delray Beach	284,555	55
New Haven - Waterbury - Meriden	279,550	56
Portland, Ore.	278,593	57
Albany - Schenectady - Troy	272,284	58
Jacksonville, Fla.	265,630	59
Providence - Pawtucket - Woonsocket	261,158	60
Omaha	257,867	61
Raleigh - Durham	253,657	62
Nashville	250,445	63
Greenville - Spartanburg	249,838	64
Louisville	246,946	65
Grand Rapids	241,802	66
Knoxville	240,382	67
Memphis	238,323	68
Akron	238,162	69
Richmond - Petersburg	235,838	70
Springfield, Mass.	235,320	71
Little Rock - North Little Rock	231,923	72
Scranton - Wilkes-Barre	230,905	73
Harrisburg - Lebanon - Carlisle	229,327	74
Las Vegas	224,030	75
Dayton - Springfield	223,311	76
Tacoma	217,099	77
Wichita	214,155	78
Buffalo	211,319	79
Syracuse	208,718	80
Birmingham	204,436	81
Portsmouth - Dover - Rochester	196,427	82
Allentown - Bethlehem	194,784	83
Lancaster	185,637	84
Worcester - Fitchburg - Leominster	184,911	85
Albuquerque	184,589	86
Santa Rosa - Petaluma	183,645	87
Lafayette, La.	174,717	88
Oxnard - Ventura	172,979	89
Santa Barbara - Santa Maria - Lompoc	171,663	90
Tucson	169,139	91
Corpus Christi	167,422	92
El Paso	166,929	93
Manchester - Nashua	165,415	94
McAllen - Edinburg - Mission	164,961	95
Beaumont - Port Arthur	164,458	96
Fresno	164,458	96
Shreveport	162,978	98
Wilmington, Del.	162,155	99
Bakersfield	161,430	100
Total Top 100	**47,053,283**	
Columbia, S.C.	160,695	101
Charleston, S.C.	159,218	102
Toledo	158,852	103
Gary - Hammond	157,967	104
Odessa	154,640	105
Colorado Springs	152,370	106
Flint	150,409	107
Sarasota	149,161	108
Lakeland - Winter Haven	149,092	109
Portland, Me.	148,890	110
York	148,695	111
Mobile	146,511	112
Midland, Tex.	145,592	113
Saginaw - Bay City - Midland	143,355	114
Lake Charles	141,032	115
Johnson City - Kingsport - Bristol	140,516	116
Abilene	140,341	117
Amarillo	140,273	118
Fort Pierce	138,782	119
Lubbock	136,945	120
Atlantic City	135,652	121
Daytona Beach	135,576	122
Augusta	134,325	123
Lake County, Ill.	133,007	124
Fort Myers - Cape Coral	132,647	125
Lansing - East Lansing	131,023	126
Canton	130,254	127
Melbourne - Titusville - Palm Bay	129,431	128
Youngstown - Warren	128,900	129
New Bedford - Fall River - Attleboro	127,613	130
Stockton	126,268	131
Ocala	124,594	132
Galveston - Texas City	123,098	133
Vallejo - Fairfield - Napa	121,905	134
Santa Cruz	121,756	135
Jersey City	120,742	136
Aurora - Elgin	119,780	137
Modesto	118,396	138
Evansville	117,436	139
Honolulu	117,048	140
New London - Norwich	116,252	141
Brownsville - Harlingen	115,079	142
Chattanooga	113,680	143
Fort Wayne	113,591	144
Boulder - Longmont	113,495	145
Des Moines	113,149	146
Orange County, N.Y.	111,864	147
Salinas - Seaside - Monterey	108,175	148
Charleston, W.Va.	106,499	149
Pensacola	104,460	150
Total Top 150	**53,662,314**	
Longview - Marshall	104,340	151
Hickory	103,423	152
Reno	102,499	153
Ann Arbor	102,333	154
Duluth	100,648	155
Asheville	99,386	156
Visalia - Tulare - Porterville	97,954	157
Madison	97,339	158
Fort Collins - Loveland	97,331	159
Jackson, Miss.	96,956	160
Huntington - Ashland	96,575	161
Spokane	95,709	162
Waco	93,556	163
Davenport - Rock Island - Moline	93,126	164
Tallahassee	92,679	165
Brazoria	92,099	166
Trenton	90,944	167
Wichita Falls	90,007	168
Rockford	88,230	169
Springfield, Mo.	88,009	170
Poughkeepsie	87,936	171
Fort Smith	87,921	172
Macon - Warner Robins	87,905	173
Burlington, Vt.	87,061	174
Houma - Thibodaux	87,052	175
Appleton - Oshkosh - Neenah	86,350	176
Reading	85,210	177
Joliet	84,698	178
Johnstown	83,951	179
Billings	83,922	180
Peoria	83,745	181
St. Cloud	83,715	182
Utica - Rome	83,619	183
Lexington-Fayette	82,887	184
Bryan - College Station	81,617	185
Gainesville	81,613	186
Kalamazoo	81,508	187
Tyler	80,056	188
Fayetteville, N.C.	77,060	189
Chico	76,989	190
Pittsfield	76,503	191
Laredo	75,880	192
Erie	75,377	193
Savannah	75,235	194
Naples	74,116	195
Killeen - Temple	73,839	196
Binghamton	72,528	197
Redding	72,412	198
Springfield, Ill.	71,832	199
San Angelo	71,731	200
Total Top 200	**57,999,725**	
Eugene - Springfield	71,618	201
Montgomery	71,234	202
Bradenton	70,162	203
Huntsville	68,940	204
Wilmington, N.C.	68,331	205
Salem, Ore.	66,913	206
Lincoln	66,141	207
Monroe	66,049	208
Bangor	65,890	209
Topeka	65,306	210
Roanoke	65,296	211
Fort Walton Beach	64,928	212
Anderson, S.C.	64,581	213
Sherman - Denison	64,253	214
State College	63,680	215
Florence, S.C.	63,667	216
Terre Haute	63,476	217
Texarkana	63,323	218
Eau Claire	62,878	219
Provo - Orem	62,409	220
Santa Fe	61,792	221
Charlottesville	61,194	222
Cedar Rapids	61,000	223
Green Bay	59,479	224
Alexandria, La.	58,505	225
Boise	58,248	226
Biloxi - Gulfport	57,178	227
Parkersburg - Marietta	56,831	228
Victoria	56,663	229
South Bend - Mishawaka	56,376	230
Champaign - Urbana - Rantoul	55,878	231
Fayetteville - Springdale	55,480	232
Fargo - Moorhead	54,596	233
Bremerton	54,577	234
Hagerstown	54,436	235
Muncie	54,158	236
Lynchburg	53,673	237
Athens	53,039	238
Bellingham	52,548	239
Altoona	50,806	240
Yuba City	50,774	241
Lorain– Elyria	50,514	242
Elkhart - Goshen	50,166	243
Glens Falls	49,923	244
Lima	49,171	245
Tuscaloosa	49,152	246
Benton Harbor	48,594	247
Wheeling	48,422	248
Jackson, Tenn.	48,251	249
Olympia	48,074	250
Total Top 250	**60,[illegible]38,298**	
Yakima	47,956	251
Sioux Falls	47,460	252
Hamilton - Middletown	47,000	253
Rochester, Minn.	46,505	254
Jackson, Mich.	46,282	255
Merced	46,102	256
Pine Bluff	45,657	257
Sioux City	45,415	258
Burlington, N.C.	44,992	259
Columbus, Ga.	44,551	260
Lafayette - West Lafayette	44,415	261
Dothan	44,298	262
Racine	43,848	263
Clarksville - Hopkinsville	43,583	264
Bloomington - Normal	43,458	265
Steubenville - Weirton	43,089	266
Wausau	42,739	267
Mansfield	42,653	268
Muskegon	42,610	269
Decatur	42,338	270
Pueblo	42,072	271
Greeley	41,764	272
Joplin	41,515	273
Richland - Kennewick - Pasco	41,308	274
Niagara Falls	41,258	275
Jacksonville, N.C.	41,214	276
Panama City	40,382	277
Casper	39,941	278
Kokomo	39,896	279
Florence, Ala.	39,652	280
Albany, Ga.	39,210	281
Waterloo - Cedar Falls	39,008	282
Vancouver	38,603	283
Beaver County, Pa.	38,441	284
Rapid City	38,359	285
Janesville - Beloit	37,985	286
Williamsport	36,284	287
Owensboro	36,102	288
Lawton	36,057	289
Medford	35,484	290
Battle Creek	35,362	291
La Crosse	35,207	292
Sharon	34,857	293
Vineland - Millville - Bridgeton	33,561	294
Enid	33,318	295
Columbia, Mo.	33,032	296
Anderson, Ind.	32,337	297
Sheboygan	32,124	298
Danville, Va.	31,568	299
Cheyenne	31,126	300
Las Cruces	30,724	301
Bismarck	30,433	302
Lewiston - Auburn	29,196	303
Anniston	28,176	304
Cumberland	27,417	305
Bloomington, Ind.	27,347	306
Iowa City	27,023	307
Kankakee	26,905	308
Elmira	26,315	309
Great Falls	26,129	310
Dubuque	26,000	311
Pascagoula	23,851	312
Gadsden	22,994	313
St. Joseph	22,516	314
Grand Forks	22,200	315
Kenosha	22,183	316
Lawrence, Kans.	21,270	317
Total Above Areas	**63,390,955**	
Percent of U.S.	**75.0470**	
U.S. Total	**84,468,379**	

Alphabetical listing of S&MM metropolitan markets for the 1987 Survey of Buying Power

The 317 Sales and Marketing Management metropolitan markets, along with their component counties, are listed here in alphabetical order, without regard for states or regions. They are shown here for the benefit of the many readers who compile alphabetical lists for their worksheets, or for those needing a quick reference guide that shows a metro's geographic make-up.

These metro area definitions conform to the most recent revisions announced by the Office of Management and Budget (OMB). While OMB has designated individual markets as either Metropolitan Statistical Areas (MSAs) or Primary Metropolitan Statistical Areas (PMSAs), the list shown here ignores the formal distinctions and groups the two types together in the interests of simplicity and consistency. S&MM still adheres to OMB's county-based definitions for all metro areas, with the exception of New England. Here, OMB uses cities and towns for defining New England metros, while S&MM uses full counties, since more data for intercensal years are available on that basis, and marketers use these geographical units to design their sales territories. The Definition of Terms, on page C-3, describes the different metropolitan designations used by OMB.

Caution: Readers who make year-to-year comparisons of metro area data should be careful when comparing county composition in this year's *Survey* with that of previous issues. Besides making changes in more than 80 markets, OMB recently created a number of new metros.

The area name appears in **boldface type,** component counties in lightface type.

Abilene, TX — Taylor

Akron, OH — Portage, Summit*

Albany, GA — Dougherty*, Lee

Albany - Schenectady - Troy, NY — Albany*, Greene, Montgomery, Rensselaer*, Saratoga, Schenectady*

Albuquerque, NM — Bernalillo

Alexandria, LA — Rapides

Allentown - Bethlehem, PA —
New Jersey Portion — Warren
Pennsylvania Portion — Carbon, Lehigh*, Northampton

Altoona, PA — Blair

Amarillo, TX — Potter*, Randall

Anaheim - Santa Ana, CA — Orange

Anchorage, AK — Anchorage

Anderson, IN — Madison

Anderson, SC — Anderson

Ann Arbor, MI — Washtenaw

Anniston, AL — Calhoun

Appleton - Oshkosh — Neenah, WI — Calumet, Outagamie*, Winnebago*

Asheville, NC — Buncombe

Ashland, KY (See Huntington - Ashland)

Athens, GA — Clarke*, Jackson, Madison, Oconee

Atlanta, GA — Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, Walton

Atlantic City, NJ — Atlantic, Cape May

Attleboro, MA (See New Bedford - Fall River - Attleboro)

Auburn, ME (See Lewiston - Auburn)

Augusta, GA —
George Portion — Columbia, McDuffie, Richmond*
South Carolina Portion — Aiken

Aurora - Elgin, IL — Kane*, Kendall

Austin, TX — Hays, Travis*, Williamson*

Bakersfield, CA — Kern

Baltimore, MD — Anne Arundel, Baltimore, Baltimore City*, Carroll, Hartford, Howard. Queen Anne's

Bangor, ME — Penobscot

Baton Rouge. LA — Ascension, East Baton Rouge*, Livingston, West Baton Rouge

Battle Creek, MI — Calhoun

Bay City, MI (See Saginaw - Bay City - Midland)

Beaumont - Port Arthur, TX — Hardin, Jefferson*, Orange

Beaver County, PA — Beaver

Bellingham, WA — Whatcom

Beloit, WI (See Janesville - Beloit)

Benton Harbor, MI — Berrien

Bergen - Passaic, NJ - Bergen, Passaic*

Bethlehem, PA (See Allentown - Bethlehem)

Billings, MT — Yellowstone

Biloxi- Gulfport, MS — Hancock, Harrison*

Binghamton, NY — Broome*, Tioga

Birmingham, AL — Blount, Jefferson*, St. Clair, Shelby, Walker

Bismarck, ND — Burleigh*, Morton

Bloomington, IN — Monroe

Bloomington - Normal, IL — McLean

Boca Raton, FL (See West Palm Beach - Boca Raton - Delray Beach)

Boise, ID — Ada

Boston - Lawrence - Salem - Lowell - Brockton, MA — Essex*, Middlesex*, Norfolk, Plymouth*, Suffolk*

Boulder - Longmont, CO — Boulder

Bradenton, FL — Manatee

Brazoria, TX — Brazoria

Bremerton, WA — Kitsap

Bridgeport - Stamford - Norwalk - Danbury, CT — Fairfield

Bridgeton, NJ (See Vineland - Millville - Bridgeton)

Bristol, CT (See Hartford - New Britain - Middletown - Bristol)

Bristol, TN (See Johnson City - Kingsport - Bristol)

Brockton, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Brownsville - Harlingen, TX — Cameron

Bryan - College Station, TX — Brazos

Buffalo, NY — Erie

BUFFALO - NIAGARA FALLS CONSOLIDATED AREA — Metro Areas: Buffalo, Niagara Falls

Burlington, NC — Alamance

Burlington, VT — Chittenden*, Grand Isle

Canton, OH — Carroll, Stark*

Casper, WY — Natrona

Cedar Falls, IA — (See Waterloo - Cedar Falls)

Cedar Rapids, IA — Linn

Champaign - Urbana - Rantoul, IL — Champaign

Charleston, SC — Berkeley, Charleston*, Dorchester

Charleston, WV — Kanawha*, Putnam

Charlotte - Gastonia - Rock Hill, NC - SC —
North Carolina Portion — Cabarrus, Gaston*, Lincoln, Mecklenburg*, Rowan, Union,
South Carolina Portion — York*

Charlottesville, VA — Albermarle, Charlottesville*, Fluvanna, Greene

Chattanooga, TN —
Georgia Portion — Catoosa, Dade, Walker
Tennessee Portion — Hamilton*, Marion, Sequatchie

Cheyenne, WY — Laramie

Chicago, IL — Cook*, DuPage, McHenry

CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA — Metro Areas: Aurora - Elgin, Chicago, IL; Gary - Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL

Chico, CA — Butte

Cincinnati, OH —
Indiana Portion — Dearborn
Kentucky Portion — Boone, Campbell, Kenton
Ohio Portion — Clermont, Hamilton*, Warren

CINCINNATI - HAMILTON CONSOLIDATED AREA — Metro Areas: Cincinnati, Hamilton - Middletown, OH

Clarksville - Hopkinsville, TN - KY —
Kentucky Portion — Christian*
Tennessee Portion — Montgomery*

Clearwater, FL (See Tampa - St. Petersburg - Clearwater)

Cleveland, OH — Cuyahoga*, Geauga, Lake, Medina

CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA — Metro Areas: Akron, Cleveland, Lorain - Elyria, OH

College Station, TX (See Bryan - College Station)

Colorado Springs, CO — El Paso

Columbia, MO — Boone

Columbia, SC — Lexington, Richland*

Columbus, GA —
Alabama Portion — Russell
Georgia Portion — Chattahoochee, Muscogee*

Columbus, OH — Delaware, Fairfield, Franklin*, Licking, Madison, Pickaway, Union

Corpus Christi, TX — Nueces*, San Patricio

Cumberland, MD —
Maryland Portion — Allegany*
West Virginia Portion — Mineral

Dallas, TX — Collin, Dallas*, Denton, Ellis, Kaufman, Rockwall

DALLAS - FORT WORTH CONSOLIDATED AREA — Metro Areas: Dallas, Fort Worth - Arlington, TX

Danbury, CT (See Bridgeport - Stamford - Norwalk - Danbury)

Danville, VA — Danville*, Pittsylvania

Davenport - Rock Island - Moline, IL - IA —
Illinois Portion — Henry, Rock Island*
Iowa Portion — Scott*

Dayton - Springfield, OH — Clark*, Greene, Miami, Montgomery*

Daytona Beach, FL — Volusia

Decatur, IL — Macon

Delray Beach, FL (See West Palm Beach - Boca Raton - Delray Beach)

Denison, TX (See Sherman - Denison)

Denver, CO — Adams, Arapahoe, Denver*, Douglas, Jefferson

DENVER - BOULDER CONSOLIDATED AREA — Metro Areas: Boulder - Longmont, Denver, CO

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*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

Des Moines, IA — Dallas, Polk*, Warren

Detroit, MI — Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Wayne*

DETROIT - ANN ARBOR CONSOLIDATED AREA — Metro Areas: Ann Arbor, Detroit, MI

Dothan, AL — Dale, Houston*

Dubuque, IA — Dubuque

Duluth, MN —
Minnesota Portion — St. Louis*
Wisconsin Portion — Douglas

Durham, NC (See Raleigh - Durham)

East Lansing, MI (See Lansing - East Lansing)

Eau Claire, WI — Chippewa, Eau Claire*

Edinburg, TX (See McAllen - Edinburg - Mission)

El Paso, TX — El Paso

Elgin, IL (See Aurora - Elgin)

Elkhart - Goshen, IN — Elkhart

Elmira, NY — Chemung

Elyria, OH (See Lorain - Elyria)

Enid, OK — Garfield

Erie, PA — Erie

Eugene - Springfield, OR — Lane

Evansville, IN —
Indiana Portion — Posey, Vanderburgh*, Warrick
Kentucky Portion — Henderson

Fairfield, CA (See Vallejo - Fairfield - Napa)

Fall River, MA (See New Bedford - Fall River - Attleboro)

Fargo - Moorhead, ND - MN —
Minnesota Portion — Clay*
North Dakota Portion — Cass*

Fayetteville, NC — Cumberland

Fayetteville-Springdale, AR — Washington

Fitchburg, MA (See Worcester - Fitchburg - Leominster)

Flint, MI — Genesee

Florence, AL — Colbert, Lauderdale*

Florence, SC — Florence

Fort Collins - Loveland, CO — Larimer

Fort Lauderdale - Hollywood - Pompano Beach, FL — Broward

Fort Myers - Cape Coral, FL — Lee

Fort Pierce, FL — Martin, St. Lucie*

Fort Smith, AR —
Arkansas Portion — Crawford, Sebastian*
Oklahoma Portion — Sequoyah

Fort Walton Beach, FL — Okaloosa

Fort Wayne, IN — Allen*, DeKalb, Whitley

Fort Worth - Arlington, TX — Johnson, Parker, Tarrant*

Fresno, CA — Fresno

Gadsden, AL — Etowah

Gainesville, FL — Alachua*, Bradford

Galveston - Texas City, TX — Galveston

Gary - Hammond, IN — Lake*, Porter

Gastonia, NC (See Charlotte - Gastonia - Rock Hill)

Glens Falls, NY — Warren*, Washington

Goshen, IN (See Elkhart - Goshen)

Grand Forks, ND - Grand Forks

Grand Rapids, MI — Kent*, Ottawa

Great Falls, MT — Cascade

Greeley, CO — Weld

Green Bay, WI — Brown

Greensboro - Winston-Salem - High Point, NC — Davidson, Davie, Forsyth*, Guilford*, Randolph, Stokes, Yadkin

Greenville - Spartanburg, SC — Greenville*, Pickens, Spartanburg*

Gulfport, MS (See Biloxi - Gulfport)

Hagerstown, MD — Washington

Hamilton - Middletown, OH — Butler

Hammond, IN (See Gary - Hammond)

Harlingen, TX (See Brownsville - Harlingen)

Harrisburg - Lebanon - Carlisle, PA — Cumberland, Dauphin*, Lebanon*, Perry

Hartford - New Britain - Middletown - Bristol, CT — Hartford*, Middlesex, Tolland

Hickory, NC — Alexander, Burke, Catawba*

High Point, NC (See Greensboro - Winston-Salem - High Point)

Hollywood, FL (See Fort Lauderdale - Hollywood - Pompano Beach)

Honolulu, HI — Honolulu

Hopkinsville, TN (See Clarksville - Hopkinsville)

Houma - Thibodaux, LA — Lafourche*, Terrebonne*

Houston, TX — Fort Bend, Harris*, Liberty, Montgomery, Waller

HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA — Metro Areas: Brazoria, Galveston - Texas City, Houston, TX

Huntington - Ashland, WV - KY —
Kentucky Portion — Boyd*, Carter, Greenup
Ohio Portion — Lawrence
West Virginia Portion — Cabell*, Wayne

Huntsville, AL — Madison

Indianapolis, IN — Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby

Iowa City, IA — Johnson

Jackson, MI — Jackson

Jackson, MS — Hinds*, Madison, Rankin

Jackson, TN — Madison

Jacksonville, FL — Clay, Duval*, Nassau, St. Johns

Jacksonville, NC — Onslow

Janesville - Beloit, WI — Rock

Jersey City, NJ — Hudson

Johnson City - Kingsport - Bristol, TN - VA —
Tennessee Portion — Carter, Hawkins, Sullivan*, Unicoi, Washington*
Virginia Portion — Bristol*, Scott, Washington

Johnstown, PA — Cambria*, Somerset

Joliet, IL — Grundy, Will*

Joplin, MO — Jasper*, Newton

Kalamazoo, MI — Kalamazoo

Kankakee, IL — Kankakee

Kansas City, MO-KS —
Kansas Portion — Johnson, Leavenworth, Miami, Wyandotte*
Missouri Portion — Cass, Clay, Jackson*, Lafayette, Platte, Ray

Kennewick, WA (See Richland - Kennewick - Pasco)

Kenosha, WI — Kenosha

Killeen - Temple, TX — Bell*, Coryell

Kingsport, TN (See Johnson City - Kingsport - Bristol)

Knoxville, TN — Anderson, Blount, Grainger, Jefferson, Knox*, Sevier, Union

Kokomo, IN — Howard*, Tipton

La Crosse, WI — La Crosse

Lafayette - West Lafayette, IN — Tippecanoe

Lafayette, LA — Lafayette, St. Martin

Lake Charles, LA — Calcasieu

Lake County, IL — Lake

Lakeland - Winter Haven, FL — Polk

Lancaster, PA — Lancaster

Lansing - East Lansing, MI — Clinton, Eaton, Ingham*

Laredo, TX — Webb

Las Cruces, NM — Dona Ana

Las Vegas, NV — Clark

Lawrence, KS — Douglas

Lawrence, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Lawton, OK — Comanche

Leominster, MA (See Worcester - Fitchburg - Leominster)

Lewiston - Auburn, ME — Androscoggin

Lexington - Fayette, KY — Bourbon, Clark, Fayette*, Jessamine, Scott, Woodford

Lima, OH — Allen*, Auglaize

Lincoln, NE — Lancaster

Little Rock - North Little Rock, AR — Faulkner, Lonoke, Pulaski*, Saline

Lompoc, CA (See Santa Barbara - Santa Maria - Lompoc)

Long Beach, CA (See Los Angeles - Long Beach)

Longmont, CO (See Boulder - Longmont)

Longview - Marshall, TX — Gregg*, Harrison*

Lorain - Elyria, OH — Lorain

Los Angeles - Long Beach, CA — Los Angeles

LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA — Metro Areas: Anaheim - Santa Ana, Los Angeles - Long Beach, Oxnard - Ventura, Riverside - San Bernardino, CA

Louisville, KY —
Indiana Portion — Clark, Floyd Harrison
Kentucky Portion — Bullitt, Jefferson*, Oldham, Shelby

Loveland, CO (See Fort Collins - Loveland)

Lowell, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Lubbock, TX — Lubbock

Lynchburg, VA — Amherst, Campbell, Lynchburg*

McAllen - Edinburg - Mission, TX — Hidalgo

Macon - Warner Robins, GA — Bibb*, Houston*, Jones, Peach

Madison, WI — Dane

Manchester - Nashua, NH — Hillsborough

Mansfield, OH — Richland

Marietta, OH (See Parkersburg - Marietta)

Marshall, TX (See Longview - Marshall)

Medford, OR — Jackson

Melbourne - Titusville - Palm Bay, FL — Brevard

Memphis, TN —
Arkansas Portion — Crittenden
Mississippi Portion — DeSoto
Tennessee Portion — Shelby*, Tipton

Merced, CA — Merced

Meriden, CT (See New Haven - Waterbury - Meriden)

Miami - Hialeah, FL — Dade

MIAMI - FORT LAUDERDALE CONSOLIDATED AREA — Metro Areas: Fort Lauderdale - Hollywood - Pompano Beach, Miami - Hialeah, FL

Middlesex - Somerset - Hunterdon, NJ — Hunterdon, Middlesex, Somerset

Middletown, CT (See Hartford - New Britain - Middletown - Bristol)

Middletown, OH (See Hamilton - Middletown)

Midland, MI (See Saginaw - Bay City - Midland)

Midland, TX — Midland

Millville, NJ (See Vineland - Millville - Bridgeton)

Milwaukee, WI — Milwaukee*, Ozaukee, Washington, Waukesha

MILWAUKEE - RACINE CONSOLIDATED AREA — Metro Areas: Milwaukee, Racine, WI

Minneapolis - St. Paul, MN —
Minnesota Portion — Anoka, Carver, Chisago, Dakota, Hennepin*, Isanti, Ramsey*, Scott, Washington Wright
Wisconsin Portion — St. Croix

Mishawaka, IN (See South Bend - Mishawaka)

Mission, TX (See McAllen - Edinburg - Mission)

Mobile, AL — Baldwin, Mobile*

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Modesto, CA — Stanislaus

Moline, IL (See Davenport - Rock Island - Moline)

Monmouth - Ocean, NJ — Monmouth, Ocean

Monroe, LA — Ouachita

Monterey, CA (See Salinas - Seaside - Monterey)

Montgomery, AL — Autauqa, Elmore, Montgomery*

Moorhead, MN (See Fargo - Moorhead)

Muncie, IN — Delaware

Muskegon, MI — Muskegon

Napa, CA (See Vallejo - Fairfield - Napa)

Naples, FL — Collier

Nashua, NH (See Manchester - Nashua)

Nashville, TN — Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson

Nassau - Suffolk, NY — Nassau, Suffolk

Neenah, WI (See Appleton - Oshkosh - Neenah)

Newark, NJ — Essex*, Morris, Sussex, Union

New Bedford - Fall River - Attleboro, MA — Bristol

New Britain, CT (See Hartford - New Britain - Middletown - Bristol)

New Haven - Waterbury - Meriden, CT — New Haven

New London - Norwich, CT — New London

New Orleans, LA — Jefferson, Orleans*, St. Bernard, St. Charles, St. John the Baptist, St. Tammany

Newport News, VA (See Norfolk - Virginia Beach - Newport News)

New York, NY — Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester

NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA — Metro Areas: Bergen - Passaic, NJ; Bridgeport - Stamford - Norwalk - Danbury, CT; Jersey City, Middlesex - Somerset - Hunterdon, Monmouth - Ocean, NJ; Nassau - Suffolk, New York, NY; Newark, NJ; Orange County, NY

Niagara Falls, NY — Niagara

Norfolk - Virginia Beach - Newport News, VA — Chesapeake, Gloucester, Hampton, James City, Newport News*, Norfolk*, Poquoson, Portsmouth, Suffolk, Virginia Beach*, Williamsburg, York

Normal, IL (See Bloomington - Normal)

North Little Rock, AR (See Little Rock - North Little Rock)

Norwalk, CT (See Bridgeport - Stamford - Norwalk - Danbury)

Norwich, CT (See New London - Norwich)

Oakland, CA — Alameda*, Contra Costa

Ocala, FL — Marion

Odessa, TX — Ector

Ogden, UT (See Salt Lake City - Ogden)

Oklahoma City, OK — Canadian, Cleveland, Logan, McClain, Oklahoma*, Pottawatomie

Olympia, WA — Thurston

Omaha, NE —

Iowa Portion — Pottawatamie

Nebraska Portion — Douglas*, Sarpy, Washington

Orange County, NY — Orange

Orem, UT (See Provo - Orem)

Orlando, FL — Orange*, Osceola, Seminole

Oshkosh, WI (See Appleton - Oshkosh - Neenah)

Owensboro, KY — Daviess

Oxnard - Ventura, CA — Ventura

Palm Bay, FL (See Melbourne - Titusville - Palm Bay)

Panama City, FL — Bay

Parkersburg - Marietta, WV - OH —

Ohio Portion — Washington*

West Virginia Portion — Wood*

Pascagoula, MS — Jackson

Pasco, WA (See Richland - Kennewick - Pasco)

Passaic, NJ (See Bergen - Passaic)

Pawtucket, RI (See Providence - Pawtucket - Woonsocket)

Pensacola, FL — Escambia*, Santa Rosa

Peoria, IL — Peoria*, Tazewell, Woodford

Petersburg, VA (See Richmond - Petersburg)

Philadelphia, PA —

New Jersey Portion — Burlington, Camden, Gloucester

Pennsylvania Portion — Bucks, Chester, Delaware, Montgomery, Philadelphia*

PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA — Metro Areas: Philadelphia, PA; Trenton, Vineland - Millville - Bridgeton, NJ; Wilmington, DE

Phoenix, AZ — Maricopa

Pine Bluff, AR — Jefferson

Pittsburgh, PA — Allegheny*, Fayette, Washington, Westmoreland

PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA — Metro Areas: Beaver County, Pittsburgh, PA

Pittsfield, MA — Berkshire

Pompano Beach, FL (See Fort Lauderdale - Hollywood - Pompano Beach)

Port Arthur, TX (See Beaumont - Port Arthur)

Portland, ME — Cumberland

Portland, OR — Clackamas, Multnomah*, Washington, Yamhill

PORTLAND - VANCOUVER CONSOLIDATED AREA — Metro Areas: Portland, OR, Vancouver, WA

Portsmouth - Dover - Rochester, NH — Rockingham*, Strafford*

Poughkeepsie, NY — Dutchess

Providence - Pawtucket - Woonsocket, RI — Bristol, Kent*, Providence*, Washington

Provo - Orem, UT — Utah

Pueblo, CO — Pueblo

Racine, WI — Racine

Raleigh - Durham, NC — Durham*, Franklin, Orange, Wake*

Rantoul, IL (See Champaign - Urbana - Rantoul)

Rapid City, SD — Pennington

Reading, PA — Berks

Redding, CA — Shasta

Reno, NV — Washoe

Richland - Kennewick - Pasco, WA — Benton*, Franklin

Richmond - Petersburg, VA — Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Powhatan, Prince George, Richmond City*

Riverside - San Bernardino, CA — Riverside*, San Bernardino*

Roanoke, VA — Botetourt, Roanoke, Roanoke City*, Salem City

Rochester, MN — Olmsted

Rochester, NY — Livingston, Monroe*, Ontario, Orleans, Wayne

Rockford, IL — Boone, Winnebago*

Rock Hill, SC (See Charlotte - Gastonia - Rock Hill)

Rock Island, IL (See Davenport - Rock Island - Moline)

Rome, NY (See Utica-Rome)

Sacramento, CA — El Dorado, Placer, Sacramento*, Yolo

Saginaw - Bay City - Midland, MI — Bay*, Midland*, Saginaw*

St. Cloud, MN — Benton, Sherburne, Stearns*

St. Joseph, MO — Buchanan

St. Louis, MO, IL —

Illinois Portion — Clinton, Jersey, Madison, Monroe, St. Clair

Missouri Portion — Franklin, Jefferson, St. Charles, St. Louis, St. Louis City

St. Paul, MN (See Minneapolis - St. Paul)

St. Petersburg, FL (See Tampa - St. Petersburg)

Salem, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Salem, OR — Marion*, Polk

Salinas - Seaside - Monterey, CA — Monterey

Salt Lake City - Ogden, UT — Davis, Salt Lake*, Weber*

San Angelo, TX — Tom Green

San Antonio, TX — Bexar*, Comal, Guadalupe

San Bernardino, CA (See Riverside - San Bernardino)

San Diego, CA — San Diego

San Francisco, CA — Marin, San Francisco*, San Mateo

SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA — Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa - Petaluma, Vallejo - Fairfield - Napa, CA

San Jose, CA — Santa Clara

Santa Ana, CA (See Anaheim - Santa Ana)

Santa Barbara - Santa Maria - Lompoc, CA — Santa Barbara

Santa Cruz, CA — Santa Cruz

Santa Fe, NM — Los Alamos, Santa Fe

Santa Maria, CA (See Santa Barbara - Santa Maria - Lompoc)

Santa Rosa - Petaluma, CA — Sonoma

Sarasota, FL — Sarasota

Savannah, GA — Chatham*, Effingham

Schenectady, NY (See Albany - Schenectady-Troy)

Scranton - Wilkes-Barre, PA — Columbia, Lackawanna*, Luzerne*, Monroe, Wyoming

Seaside, CA (See Salinas - Seaside - Monterey)

Seattle, WA — King*, Snohomish

SEATTLE - TACOMA CONSOLIDATED AREA — Metro Areas: Seattle, Tacoma, WA

Sharon, PA — Mercer

Sheboygan, WI — Sheboygan

Sherman - Denison, TX — Grayson

Shreveport, LA — Bossier, Caddo*

Sioux City, IA —

Iowa Portion — Woodbury*

Nebraska Portion — Dakota

Sioux Falls, SD — Minnehaha

South Bend - Mishawaka, IN — St. Joseph

Spartanburg, SC (See Greenville - Spartanburg)

Spokane, WA — Spokane

Springdale, AR (See Fayettevile - Springdale)

Springfield, IL — Menard, Sangamon*

Springfield, MA — Hampden*, Hampshire

Springfield, MO — Christian, Greene*

Springfield, OH (See Dayton - Springfield)

Springfield, OR (See Eugene - Springfield)

Stamford, CT (See Bridgeport - Stamford - Norwalk - Danbury)

State College, PA — Centre

Steubenville - Weirton, OH - WV —

Ohio Portion — Jefferson*

West Virginia Portion — Brooke, Hancock*

Stockton, CA — San Joaquin

Syracuse, NY — Madison, Onondaga*, Oswego

Tacoma, WA — Pierce

Tallahassee, FL — Gadsden, Leon*

Tampa - St. Petersburg - Clearwater, FL — Hernando, Hillsborough*, Pasco, Pinellas*

Temple, TX (See Killeen - Temple)

Terre Haute, IN — Clay, Vigo*

Texarkana, TX - AR —

Arkansas Portion — Miller*

Texas Portion — Bowie*

Texas City, TX (See Galveston - Texas City)

Titusville, FL (See Melbourne - Titusville - Palm Bay)

Toledo, OH — Fulton, Lucas*, Wood

Topeka, KS — Shawnee
Trenton, NJ — Mercer
Troy, NY (See Albany - Schenectady - Troy)
Tucson, AZ — Pima
Tulsa, OK — Creek, Osage, Rogers, Tulsa*, Wagoner
Tuscaloosa, AL — Tuscaloosa
Tyler, TX — Smith
Urbana, IL (See Champaign - Urbana - Rantoul)
Utica - Rome, NY — Herkimer, Oneida*
Vallejo - Fairfield - Napa, CA — Napa*, Solano*
Vancouver, WA — Clark
Ventura, CA (See Oxnard - Ventura)
Victoria, TX — Victoria
Vineland - Millville - Bridgeton, NJ — Cumberland
Virginia Beach, VA (See Norfolk - Virginia Beach - Newport News)
Visalia - Tulare - Porterville, CA — Tulare
Waco, TX — McLennan
Warren, OH (See Youngstown - Warren)
Washington, DC —
  District of Columbia Portion — District of Columbia*
  Maryland Portion — Calvert, Charles, Frederick, Montgomery, Prince George's
  Virginia Portion — Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudon, Manassas City, Manassas Park City, Prince William, Stafford
Waterbury, CT (See New Haven - Waterbury - Meriden)
Waterloo - Cedar Falls, IA — Black Hawk*, Bremer
Wausau, WI — Marathon
Weirton, OH (See Steubenville - Weirton)
West Palm Beach - Boca Raton - Delray Beach, FL — Palm Beach
Wheeling, WV —
  Ohio Portion — Belmont
  West Virginia Portion — Marshall, Ohio*
Wichita, KS — Butler, Harvey, Sedgwick*
Wichita Falls, TX — Wichita
Wilkes-Barre, PA (See Scranton - Wilkes-Barre)
Williamsport, PA — Lycoming
Wilmington, DE —
  Delaware Portion — New Castle*
  Maryland Portion — Cecil
  New Jersey Portion — Salem
Wilmington, NC — New Hanover
Winston-Salem, NC (See Greensboro - Winston-Salem - High Point)
Winter Haven, FL (See Lekeland - Winter Haven)
Woonsocket, RI (See Providence - Pawtucket - Woonsocket)
Worcester - Fitchburg - Leominster, MA — Worcester
Yakima, WA — Yakima
York, PA — Adams, York*
Youngstown - Warren, OH — Mahoning*, Trumbull*
Yuba City, CA — Sutter*, Yuba

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*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

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The Gazette's Circulation Is Growing.
And So Is Its Lead.

17% More Sunday Circulation
66% More Daily Circulation

Sunday Net Paid Circulation
185,311 Gazette
158,011 Democrat

Daily Net Paid Circulation
136,814 Gazette
82,156 Democrat

Gazette LEAD
27,300
54,658

Arkansas Gazette.

Source: As filed with the Audit Bureau of Circulations six months Publisher's Statement ending March 31, 1987, subject to audit. As shown in ABC's FasFax report

Section C

METRO AREA, COUNTY, AND CITY DATA LISTED BY STATES

Data in this Survey of Buying Power are organized into three sections. The black index tabs along the righthand edge of the book provide easy access to each section.

Sample tables from Survey Section C

The numbers shown beneath the individual column heads in these samples are coded to the listings in the "Definition of Terms" section that accompanies this page. Definitions are listed alphabetically, followed by the appropriate number or numbers that correspond to the numbers on these samples. Thus the definition for "Age Groups of Population" is referenced to columns 4 to 7. This page shows you the specific age groups, 18 to 24, 25 to 34, etc., and provides a visual link to the written definitions, making individual column topics more intelligible and enhancing your ability to profit from *Survey* data.

Section C: Metro Areas, Counties, Cities

S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	⑭	⑮

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1986						
			% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
	⑯	⑰	⑱	⑲	⑳	㉑	㉒

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1986						
			% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
	⑯	⑰	⑱	⑲	⑳	㉑	㉒

Caution on population estimates
Population and household estimates in the 1987 *Survey* are not directly comparable with those prior to the 1981 *Survey*. The 1987 *Survey* estimates are updates from the 1980 Census of Population and Housing whereas, prior to the 1981 *Survey*, the estimates used the 1970 Census as a benchmark.

Caution on retail sales estimates
Total retail sales and store group sales in the 1987 *Survey* are not directly comparable to those prior to the 1986 issue. The 1986 estimates were updates from the 1982 Census of Retail Trade whereas, prior to this, retail sales estimates used the 1977 Census as a benchmark.

Definition of terms used in the Survey

Column numbers refer to the sample tables illustrated on the facing page. Also, to facilitate usage of the two Surveys we publish each year, we indicate whether the data appear in the *Survey of Buying Power* (SBP) and/or *Survey of Buying Power—Part II* (SBP—II).

AGE GROUPS OF POPULATION (Columns 4-7). Population breakdowns for four age groups are useful for marketers because age groups are associated with lifestyle changes. Thus 18 to 24 year olds represent the household-forming age. **SBP**

AUTOMOTIVE DEALERS (Column 14) (SIC Major Group 55, except Subgroup 554). Included are retail outlets selling cars—domestic and imported, new and used. Motorcycle dealers, household trailer dealers, boat dealers, and "other" automotive dealers (such as tire, battery, and accessory dealers and auto and home supply stores) round out the group. **SBP, SBP—II**

AVERAGE HOUSEHOLD EFFECTIVE BUYING INCOME (U.S. State Summary on EBI). Total Effective Buying Income (EBI), divided by the number of households. Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because total EBI includes such income, a per-household average credits households with income not properly theirs. (See Median Household EBI.) **SBP, SBP—II**

BLACK POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves members of the black race and who lived in the area at the end of the year. **SBP, SBP—II**

BUILDING MATERIALS, HARDWARE STORES (Metro Ranking Table) (SIC Major Group 52.) This mixed group includes retail establishments whose main business is selling lumber, building materials, paint, glass, wallpaper, and basic hardware to the general public even if sales to contractors account for a larger share of total sales. Retail nurseries, lawn-and-garden supply stores, and mobile-home dealers are in this group. **SBP**

BUYING POWER INDEX (BPI) (Column 22). A weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of U.S. Effective Buying Income, 3 to its percent of retail sales, and 2 to its percent of population. The total of the weighted percents is divided by 10 to produce the BPI.

The BPI, probably one of the *Survey of Buying Power*'s most widely used single market measures is most useful in estimating the potential for mass products sold at popular prices. The farther a product is removed from the mass market, the greater is the need for a BPI modified by more discriminating factors—income, age, sex, etc. **SBP, SBP—II**

CENTRAL CITY. A city whose name is included in the name of a metropolitan area or fits the population and employment size criteria to qualify as a central city. The title of a Metropolitan Statistical Area (MSA) includes the name of the largest city and the names of no more than two other area cities with populations that meet certain criteria of absolute and relative size. However, if no city qualifies as a central city of the MSA, the MSA is named after its central counties; for example, Nassau-Suffolk in New York. **SBP**

CITY. An aggregation of people and retail outlets with corporate limits within which city government, as an incorporated state agency, can legally exercise authority. This year's *Survey* lists U.S. cities that either (1) had 40,000 or more population in the 1980 Census, (2) are central cities of metropolitan areas, or (3) function independently of counties. (See Central City and Independent City.) **SBP**

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA). The larger area of which Primary Metropolitan Statistical Areas are components. (See Metropolitan Statistical Area.) **SBP, SBP—II**

COUNTY. The primary political administrative subdivision of a state, the county is widely used in marketing because: (1) Current available data below the state level is greatest at the county level. (2) Geographic boundaries are rarely altered. (3) Complete national coverage is achieved by adding all counties. (4) The U.S.'s 3,137 county units are manageable building blocks for alignment of sales territories. (5) County boundaries are readily identifiable.

For Louisiana, parishes are used in lieu of counties; for Alaska, census areas. The District of Columbia is treated as a single county unit. In Virginia, all cities are by law independent of counties; hence, the *Survey* treats them as county units. The cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are also independent cities.

The 1987 *Survey* follows the county boundaries as defined in the 1980 Census of Population, with the following exceptions. Cibola County, NM, was created from a portion of Valencia County during 1981, La Paz County, AZ, was created from a portion of Yuma County at the end of 1982, and Northwest Arctic County, AK, replaces Kobuk County, AK, as of 1987. **SBP, SBP—II**

DRUGSTORES (Column 15) (SIC Subgroup 591). Includes both drugstores and proprietary stores. Drugstores fill and sell prescriptions; proprietary stores do not. Both sell drugs, proprietary medicines, and other health and first-aid products. Both may sell a number of related lines—cosmetics, toiletries, candy, tobacco products, magazines, toys, etc.—and may operate a soda fountain or lunch counter. **SBP, SBP—II**

EATING & DRINKING PLACES (Column 11) (SIC Major Group 58). Includes establishments selling prepared food and drinks for consumption on or near the premises or for takeout, as well as lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included are caterers and in-plant food contractors, as well as leased eating and or drinking concessions in theaters, hotels, amusement parks, etc. **SBP, SBP—II**

EFFECTIVE BUYING INCOME (EBI) (Column 16). A classification exclusively developed by Sales and Marketing Management, it is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military and diplomatic personnel to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income group should be considered. **SBP, SBP—II**

EFFECTIVE BUYING INCOME, AVERAGE HOUSEHOLD. (See Average Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, HOUSEHOLD GROUP. (See Households by Effective Buying Income Group.)

EFFECTIVE BUYING INCOME, MEDIAN HOUSEHOLD. (See Median Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, PER CAPITA. (See Per Capita Effective Buying Income.)

FOOD STORES (Column 10) (SIC Major Group 54). Establishments selling food primarily for home consumption. **SBP, SBP—II**

FURNITURE, HOME FURNISHINGS & APPLIANCE STORES (Column 13) (SIC Major Group 57.) A combination of several subgroups that sells goods for furnishing the home, including furniture, floor coverings, draperies, glass and chinaware, stoves, refrigerators, and other household appliances. **SBP, SBP—II**

GASOLINE SERVICE STATIONS (Metro Ranking Table) (SIC Subgroup 554). Includes both "gas stations" and garages whose receipts come mostly from sales of gasoline and oil. Besides those main products they also sell tires, batteries, and accessories. **SBP**

GENERAL MERCHANDISE STORES (Column 12) (SIC Major Group 53). Includes department stores, limited-price variety stores ("5 & 10s"), and general merchandise stores. Establishments selling used general merchandise and those selling by mail, vending machine, or direct selling are classified by the Census Bureau as "miscellaneous retail stores" (SIC 59). **SBP, SBP—II**

HISPANICS. (See Spanish-Origin Population.)

HOUSEHOLD (Column 8). A household consists of all the people occupying a single housing unit under 1980 Census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc. *Caution:* Although a county's population total will include all the people in the area, the household total will not do so because it excludes group quarters. **SBP, SBP—II**

HOUSEHOLDS BY EFFECTIVE BUYING INCOME GROUP (Columns 18-21). A household's available spending potential is also used by marketers who want to aim their efforts at those most likely to buy. **SBP**

INDEPENDENT CITY. Several cities in the U.S. that do not fall within official county boundaries are treated as independent entities by the Census Bureau. The *Survey* lists those independent cities as county entities. Except for St. Louis, MO, Baltimore, MD, and Carson City, NV (which replaced Ormsby County), all independent cities are in the state of Virginia. These are Alexandria, Bedford, Bristol, Buena Vista, Charlottesville, Chesapeake, Clifton Forge, Colonial Heights, Covington, Danville, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hampton, Harrisonburg, Hopewell, Lexington, Lynchburg, Manassas, Manassas Park, Martinsville, Newport News, Norfolk, Norton, Petersburg, Poquoson, Portsmouth, Radford, Richmond, Roanoke, Salem, South Boston, Staunton, Suffolk, Virginia Beach, Waynesboro, Williamsburg, and Winchester. **SBP, SBP—II**

MEDIAN AGE (Column 3). A calculation that divides the age distribution of the population into two equal groups, with one-half of the population younger, and one-half older, than the median figure. **SBP**

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME (Column 17). This figure divides the income distribution into two equal parts, with one-half the households above it, the other half below it. It is a more reliable indicator of an area's relative income level than is Average Household Effective Buying Income because it is less likely to be skewed by statistical oddities. (See Average Household Effective Buying Income.) **SBP**

METROPOLITAN STATISTICAL AREA (MSA). A geographic area with a large population nucleus together with adjacent communities which have a high degree of economic and social integration with that nucleus. The MSA concept's major purpose is to enable all federal statistical agencies to use the same geographic definition when studying metropolitan characteristics. Metropolitan area definitions are reviewed every 10 years following completion of the decennial population census. The MSA definitions in this *Survey*, which adhere to the federal government's new revisions, are based on commuting and other statistical results of the 1980 Census. As part of the current revisions, the term *Standard Metropolitan Statistical Area (SMSA)* was replaced by *Metropolitan Statistical Area (MSA)*. MSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Office of Management and Budget (OMB) on metropolitan area definitions. Under 1980 standards, an area qualifies as an MSA in one of two ways: (1) if there is a city of at least 50,000 population, or (2) an urbanized area of at least 50,000 population with a total metropolitan population of at least 100,000. In addition to the county containing the central city, an MSA may include additional counties which have close economic and social ties to the central county. MSAs are defined in terms of entire counties, except in the six New England states, where towns and cities are the units of definition because of the lack of county governments. The federal government's alternative, but unofficial, New England County Metropolitan Area (NECMA) concept is used by Sales & Marketing Management for those states. A metro of more than 1 million population may qualify for separate recognition as a Primary Metropolitan Statistical Area (PMSA). A PMSA is characterized by very strong internal economic and social links. If two or more PMSAs are contiguous, they are designated as a Consolidated Metropolitan Statistical Area (CMSA).
Note: The *Survey's* Metro Market ranking tables in Section B are based on data for MSAs, PMSAs, and NECMAs, but do not include CMSAs. **SBP, SBP—II**

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA). The U.S. Office of Information and Regulatory Affairs (OIRA), located in the Office of Management and Budget, defines these areas by applying to the New England counties the same criteria used in establishing Metropolitan Statistical Areas (MSAs) outside New England. **SBP, SBP—II**

PER CAPITA EFFECTIVE BUYING INCOME (U.S. State Summary on Effective Buying Income). This is an arithmetic average obtained by dividing Total Effective Buying Income by Total Population. It measures an area's spending power by eliminating the impact of population size. However, because population is measured as of Dec. 31, whereas EBI is measured as a flow over the calendar year, a significant change in population during the year can distort the per capita figure. **SBP**

PERCENT OF U.S. (Column 2). A market's share of the total U.S. population, it shows the relative importance of the geographic area's demographic or socioeconomic factors. **SBP**

POPULATION (Column 1). Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of all the people living in an area at the end of the year. It includes people living in group quarters, such as colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients. **SBP, SBP—II**

POPULATION, AGE GROUPS OF. (See Age Groups of Population.)

POPULATION, BLACK. (See Black Population.)

POPULATION, MEDIAN AGE OF. (See Median Age.)

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA). In areas of more than 1 million population, Primary Metropolitan Statistical Areas are identified that have a large urbanized county, or cluster of counties, with very strong internal economic and social links. (See Metropolitan Statistical Area.)

QUALITY INDEX (QI) (U.S. State Summary on Retail Sales). If a market's percent of the national population, which can be taken to represent par, is divided into the Buying Power Index, it yields the Quality Index. A high index could reflect either above-average resident buying power or a strong influx of shoppers from outside the area, or both. **SBP, SBP—II**

RETAIL SALES (Column 9). All net sales (minus refunds and allowances for returns) for establishments engaged primarily in retail trade. Receipts from repairs and other services are also included, but retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they may be affected by the movement of shoppers to and from adjacent areas.

Retail sales totals in the 1987 *Survey* are updates from 1982 Census of Retail Trade benchmarks. However, in line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Note that the aggregate sales of the six store types shown in the *Survey* will not equal Total Retail Sales because that figure includes the many store types not shown in the *Survey*. **SBP, SBP—II**

RETAIL SALES BY STORE GROUP (Columns 10-15). Individual retail store groups are considered as channels of distribution in local markets. The retail sales of a store type represent the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. **SBP, SBP—II**

SALES ACTIVITY INDEX (SAI) (U.S. State Summary on Retail Sales). It is obtained by dividing an area's percentage of national retail sales by its percentage of national population. Because the numerator (the market's percentage of total retail sales) includes all sales made in the market, and the denominator (the market's percent of national population) includes only residents of the market, a high index may indicate a strong influx of nonresident shoppers. **SBP**

SPANISH-ORIGIN POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves of Spanish or Hispanic origin or descent. Persons of Spanish origin may be of any race. **SBP**

STANDARD METROPOLITAN STATISTICAL AREA (SMSA). (See Metropolitan Statistical Area.)

SUBURBAN TOTAL. There is no official definition of a suburb. Census Bureau metropolitan tables refer to suburbs as "balance of area." However, because the suburbs are the most important local market entities, they were introduced in the 1976 *Survey*. A "suburban total" is the arithmetic difference between the metropolitan market total and the related central city total. That is, deducting the central city population from the metro market population, for example, will give you the suburb population. **SBP**

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ALABAMA

ALA.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANNISTON	**124.6**	**.0513**	**30.0**	**15.4**	**17.0**	**18.3**	**23.2**	**44.2**	**474,661**	**98,158**	**36,914**	**61,460**	**22,710**	**119,000**	**20,385**
Calhoun	124.6	.0513	30.0	15.4	17.0	18.3	23.2	44.2	474,661	98,158	36,914	61,460	22,710	119,000	20,385
• Anniston	30.3	.0125	33.9	9.7	15.5	16.7	31.6	12.0	320,335	67,483	17,810	37,759	14,071	105,988	13,252
SUBURBAN TOTAL	94.3	.0388	28.9	17.3	17.4	18.8	20.6	32.2	154,326	30,675	19,104	23,701	8,639	13,012	7,133
BIRMINGHAM	**922.0**	**.3792**	**32.5**	**10.9**	**17.8**	**18.9**	**26.5**	**347.9**	**4,758,461**	**991,255**	**398,264**	**503,027**	**277,782**	**1,250,891**	**193,679**
Blount	40.3	.0166	33.6	9.3	15.7	21.4	26.5	14.7	84,452	21,375	4,654	8,983	2,114	22,208	3,611
Jefferson	680.5	.2798	32.7	11.1	18.0	18.4	27.5	262.2	4,112,186	822,947	355,313	451,045	255,984	1,069,612	164,117
• Bessemer	31.4	.0129	33.2	10.7	15.2	15.3	31.9	11.7	259,429	70,616	13,656	26,415	8,520	87,886	6,117
• Birmingham	282.6	.1162	32.4	12.3	17.9	15.8	29.4	112.6	2,074,475	322,289	190,883	210,754	165,481	624,446	57,936
St. Clair	47.9	.0197	32.4	9.5	16.6	20.0	25.6	16.5	97,760	23,865	5,093	6,701	2,257	34,622	4,621
Shelby	82.6	.0340	30.1	11.1	19.9	20.9	19.4	28.6	194,011	66,403	15,855	13,029	6,513	33,375	8,412
Walker	70.7	.0291	33.0	9.9	15.9	19.5	27.3	25.9	270,052	56,665	17,349	23,269	10,914	91,074	12,918
SUBURBAN TOTAL	608.0	.2501	32.5	10.2	17.8	20.6	25.0	223.6	2,424,557	598,350	193,725	265,858	103,781	538,559	129,626
DOTHAN	**129.6**	**.0533**	**30.3**	**11.9**	**18.1**	**19.3**	**22.2**	**46.5**	**813,777**	**149,244**	**65,628**	**107,037**	**41,990**	**239,417**	**23,935**
Dale	47.8	.0197	28.2	15.1	19.6	17.9	18.7	16.0	151,164	35,488	14,253	16,317	4,239	30,804	6,162
Houston	81.8	.0336	31.7	10.0	17.2	20.1	24.2	30.5	662,613	113,756	51,375	90,720	37,751	208,613	17,773
• Dothan	54.5	.0224	31.5	10.1	18.1	20.2	23.5	20.6	603,242	98,803	47,164	77,938	34,570	199,923	15,644
SUBURBAN TOTAL	75.1	.0309	29.4	13.2	18.0	18.7	21.2	25.9	210,535	50,441	18,464	29,099	7,420	39,494	8,291
FLORENCE	**140.0**	**.0576**	**32.8**	**11.2**	**16.1**	**20.3**	**26.1**	**52.7**	**672,296**	**128,064**	**55,692**	**106,246**	**28,686**	**176,040**	**17,884**
Colbert	55.3	.0228	33.3	10.2	16.1	20.2	27.0	20.9	266,478	49,687	25,747	25,080	6,790	76,878	8,302
Lauderdale	84.7	.0348	32.5	11.9	16.0	20.3	25.6	31.8	405,818	78,377	29,945	81,166	21,896	99,162	9,582
• Florence	37.3	.0153	32.8	14.0	15.5	18.6	28.0	14.7	345,773	56,705	24,896	77,026	19,252	87,989	8,426
SUBURBAN TOTAL	102.7	.0423	32.8	10.2	16.3	20.9	25.4	38.0	326,523	71,359	30,796	29,220	9,434	88,051	9,458
GADSDEN	**103.9**	**.0427**	**33.7**	**9.9**	**15.8**	**18.9**	**29.1**	**39.1**	**433,219**	**108,628**	**39,325**	**59,214**	**21,189**	**93,882**	**15,388**
Etowah	103.9	.0427	33.7	9.9	15.8	18.9	29.1	39.1	433,219	108,628	39,325	59,214	21,189	93,882	15,388
• Gadsden	47.3	.0194	36.3	10.3	14.4	16.5	35.1	18.9	321,965	75,489	26,054	42,317	18,575	83,781	11,252
SUBURBAN TOTAL	56.6	.0233	32.1	9.5	17.0	20.9	24.1	20.2	111,254	33,139	13,271	16,897	2,614	10,101	4,136
HUNTSVILLE	**225.2**	**.0926**	**31.0**	**12.6**	**17.3**	**22.8**	**20.4**	**84.1**	**1,275,258**	**225,069**	**126,646**	**170,474**	**80,776**	**354,124**	**36,407**
Madison	225.2	.0926	31.0	12.6	17.3	22.8	20.4	84.1	1,275,258	225,069	126,646	170,474	80,776	354,124	36,407
• Huntsville	160.0	.0658	31.6	12.3	17.3	23.3	20.7	62.0	1,189,408	206,140	117,638	167,895	75,140	337,806	34,416
SUBURBAN TOTAL	65.2	.0268	29.8	13.4	17.6	21.4	19.4	22.1	85,850	18,929	9,008	2,579	5,636	16,318	1,991
MOBILE	**471.7**	**.1940**	**30.7**	**11.5**	**17.0**	**18.6**	**24.1**	**170.4**	**2,698,888**	**610,569**	**234,419**	**350,415**	**139,172**	**662,260**	**121,921**
Baldwin	91.4	.0376	33.0	9.6	15.3	19.5	27.4	33.5	471,179	126,318	43,152	45,564	20,331	94,834	23,194

CLASSIC STYLE

The Birmingham RTZ buys almost ***half-of-all*** apparel sold in Alabama. Reach this affluent and well-dressed market with Alabama's top-selling newspapers - ***The Birmingham News*** and ***Birmingham Post-Herald.*** We give you the kind of coverage that never goes out of fashion. Call us at 205-325-2261.

Source: 1986 S&MM Survey of Buying Power

The Birmingham News
Birmingham Post-Herald

Represented nationally by Newhouse Newspapers

ALA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Mobile	380.3	.1564	30.2	11.9	17.4	18.4	23.3	136.9	2,227,709	484,251	191,267	304,851	118,841	567,426	98,727
• Mobile	205.8	.0846	31.2	12.5	17.4	17.7	25.7	78.2	1,775,461	312,029	162,643	263,663	97,931	514,656	77,019
SUBURBAN TOTAL	265.9	.1094	30.2	10.7	16.7	19.2	22.8	92.2	923,427	298,540	71,776	86,752	41,241	147,604	44,902
MONTGOMERY	**299.7**	**.1233**	**31.0**	**11.6**	**17.1**	**19.6**	**23.6**	**107.9**	**1,592,463**	**299,210**	**131,535**	**223,064**	**66,827**	**456,756**	**68,466**
Autauga	36.3	.0149	30.8	10.6	15.0	22.7	21.1	12.2	136,555	30,266	11,265	11,308	3,802	43,061	3,873
Elmore	48.6	.0200	32.2	10.6	17.0	19.6	25.6	16.3	122,366	40,667	6,530	9,216	4,051	21,151	9,603
Montgomery	214.8	.0884	30.8	11.9	17.4	19.1	23.7	79.4	1,333,542	228,277	113,740	202,540	58,974	392,544	54,990
• Montgomery	193.8	.0797	30.7	12.0	17.7	18.8	23.6	72.6	1,284,142	217,030	108,047	199,748	54,379	385,506	54,691
SUBURBAN TOTAL	105.9	.0436	31.7	10.8	15.7	21.0	23.8	35.3	308,321	82,180	23,488	23,316	12,448	71,250	13,775
TUSCALOOSA	**144.2**	**.0593**	**29.6**	**16.8**	**17.2**	**17.8**	**22.9**	**52.4**	**751,802**	**176,546**	**67,962**	**103,086**	**32,403**	**162,089**	**24,889**
Tuscaloosa	144.2	.0593	29.6	16.8	17.2	17.8	22.9	52.4	751,802	176,546	67,962	103,086	32,403	162,089	24,889
• Tuscaloosa	75.6	.0311	28.0	22.6	17.4	15.0	22.7	28.1	582,195	111,382	55,349	98,415	26,640	135,936	14,283
SUBURBAN TOTAL	68.6	.0282	31.4	10.5	17.1	20.7	23.1	24.3	169,607	65,164	12,613	4,671	5,763	26,153	10,606
OTHER COUNTIES															
Barbour	25.8	.0106	32.4	9.0	15.0	16.9	29.2	9.1	83,232	25,147	8,805	6,111	1,962	14,162	5,308
Bibb	16.7	.0069	32.0	10.0	14.8	18.7	26.9	5.9	38,267	12,573	1,667	3,483	1,183	9,535	2,294
Bullock	10.6	.0043	32.0	9.6	14.0	15.2	30.5	3.8	28,595	7,605	1,480	1,060	1,612	1,809	1,705
Butler	21.5	.0088	33.8	8.9	13.8	16.5	31.8	7.7	100,754	22,486	9,285	9,106	3,478	22,746	5,674
Chambers	39.2	.0161	33.7	9.3	15.0	17.4	30.6	14.3	161,315	41,704	10,267	7,165	11,029	49,496	7,112
Cherokee	20.0	.0082	34.1	9.9	15.2	20.6	28.1	7.1	45,961	9,163	3,272	2,133	1,119	10,871	2,537
Chilton	33.2	.0137	33.2	9.8	15.3	19.6	27.7	12.6	132,279	31,151	7,391	13,122	7,212	34,551	7,251
Choctaw	16.9	.0069	31.3	9.3	14.1	18.3	26.5	5.8	45,571	16,702	6,085	2,031	1,669	5,654	2,232
Clarke	27.5	.0113	31.1	9.7	14.5	18.1	26.2	9.4	137,124	40,900	8,581	13,921	4,728	25,905	9,427
Clay	13.6	.0056	34.3	9.2	14.0	18.8	30.1	4.8	38,912	11,534	1,785	2,714	854	7,602	814
Cleburne	13.0	.0054	33.6	9.7	15.3	20.2	27.6	5.0	21,760	4,754	1,796	1,918	750	6,252	850
Coffee	39.3	.0161	32.8	9.8	16.6	20.5	25.8	14.5	192,340	35,007	11,581	20,272	14,818	61,610	6,016
Conecuh	15.7	.0064	32.9	10.0	13.9	15.7	31.3	5.5	44,504	10,573	3,173	4,070	807	3,962	3,479
Coosa	11.5	.0047	33.8	9.7	13.9	17.9	30.5	4.4	7,245	1,779	409	73	809	1,322	359
Covington	36.1	.0149	36.9	9.2	13.6	18.9	33.6	14.4	165,681	41,076	9,118	15,518	10,761	41,095	8,600
Crenshaw	14.0	.0057	35.2	9.1	13.7	17.0	33.2	5.3	36,714	11,902	1,520	1,943	1,403	9,492	1,822
Cullman	67.1	.0276	34.0	9.6	15.3	20.2	28.3	25.0	280,364	67,606	18,396	26,166	14,569	69,029	11,133
Dallas	54.0	.0222	30.1	10.8	14.6	17.0	25.9	18.5	217,308	47,176	15,723	33,488	7,570	47,608	10,537
De Kalb	55.1	.0226	33.8	9.6	15.6	19.7	28.3	21.0	150,374	36,502	11,093	12,566	8,407	36,503	8,227
Escambia	38.1	.0157	32.0	10.2	16.5	19.3	25.9	12.8	166,370	29,978	11,465	16,108	7,613	34,523	9,194
Fayette	19.2	.0079	34.3	9.5	14.8	19.1	29.9	7.1	60,214	16,327	3,206	5,476	2,910	15,771	3,377
Franklin	29.1	.0120	34.6	9.6	15.3	20.3	29.1	11.1	-125,428	23,272	6,243	12,885	6,904	43,679	5,666

THE
3RD
LARGEST MARKET IN
ALABAMA

Rank	Metro Area	Population	EBI	Total Retail Sales
1	Birmingham	922,000	$9,711,240,000	$4,758,461,000
2	Mobile	471,700	4,882,644,000	2,698,888,000
3	The Greater Huntsville Market*	347,000	3,993,921,000	1,871,218,000
4	Montgomery	299,700	3,159,736,000	1,592,463,000

*Madison, Limestone & Marshall Co. Source: S&MM 1986 Survey of Buying Power

HUNTSVILLE...Highest EBI Per Household of any MSA in Alabama—$34,396

HUNTSVILLE
Huntsville Times & News
Represented by Newhouse Newspapers

ALA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Geneva	24.4	.0100	34.6	9.1	14.4	19.1	30.3	9.0	59,166	21,103	1,209	5,854	1,624	11,522	3,718
Greene	10.9	.0045	30.3	10.1	12.8	14.4	29.5	3.6	40,241	13,942	2,408	2,918	2,133	8,135	1,972
Hale	15.0	.0062	31.1	10.3	13.0	14.7	30.2	5.0	33,486	10,570	1,019	1,246	1,055	12,629	2,222
Henry	15.4	.0063	33.3	8.9	15.6	17.5	29.8	5.6	49,637	14,512	2,213	2,226	2,505	4,296	1,126
Jackson	53.9	.0222	31.7	10.1	17.4	20.9	23.4	19.6	160,976	33,759	8,608	15,760	6,748	58,703	6,405
Lamar	16.8	.0069	34.4	9.2	14.2	19.6	29.7	6.2	53,998	17,064	1,906	1,785	2,208	8,206	2,653
Lawrence	31.8	.0131	31.2	9.7	15.7	19.8	24.3	11.0	77,745	20,657	5,834	9,019	2,977	9,400	3,448
Lee	82.6	.0339	26.3	24.1	16.8	17.1	18.3	31.5	395,325	86,406	37,863	60,836	11,441	96,430	12,888
Limestone	50.3	.0207	31.8	10.7	16.0	20.5	24.4	17.7	185,833	45,587	17,271	17,388	7,223	43,261	8,567
Lowndes	13.8	.0057	26.4	11.1	13.0	14.8	24.0	4.0	25,274	7,427	598	541	1,189	7,118	310
Macon	26.9	.0111	29.3	16.5	14.5	13.7	28.0	8.6	60,543	18,129	3,302	713	1,409	9,264	4,328
Marengo	25.1	.0103	31.6	9.6	13.9	17.0	28.2	8.5	93,743	22,484	4,786	10,495	4,299	25,892	3,362
Marion	32.5	.0133	34.1	9.5	15.4	20.1	28.4	12.1	98,649	29,242	4,660	14,430	4,460	22,091	4,085
Marshall	71.5	.0294	33.8	10.0	15.6	20.6	27.5	27.5	410,127	78,402	26,301	54,379	14,076	133,968	13,173
Monroe	23.2	.0095	30.9	9.5	14.4	17.3	26.7	7.8	69,293	20,466	4,396	6,641	1,982	14,935	3,453
Morgan	98.4	.0404	32.2	10.0	17.0	21.0	24.2	36.5	496,373	101,576	36,134	66,135	24,819	133,693	20,084
Decatur	45.2	.0186	32.3	10.2	17.3	20.9	24.5	17.5	390,010	74,063	28,594	57,740	17,812	111,034	13,287
Perry	15.2	.0063	30.3	11.7	12.3	15.1	29.1	5.0	24,745	7,116	798	1,638	808	3,807	2,762
Pickens	21.2	.0087	32.7	9.6	13.8	17.6	29.2	7.2	44,133	11,812	1,548	1,849	2,820	11,986	2,165
Pike	28.7	.0118	30.3	17.4	13.3	15.9	27.8	10.2	124,507	24,423	13,230	12,218	3,208	32,637	5,926
Randolph	20.0	.0082	34.2	9.5	14.1	17.8	31.1	7.3	64,104	21,544	2,826	5,483	1,989	10,437	3,975
☐ Russell	48.7	.0200	31.7	10.8	15.9	18.9	25.8	17.8	151,322	54,742	13,629	19,446	2,157	20,007	7,875
Sumter	16.6	.0068	28.5	13.7	12.9	13.6	28.0	5.4	42,532	15,377	3,504	6,972	1,072	4,514	2,361
Talladega	76.7	.0316	31.0	10.7	15.3	18.3	25.5	26.5	343,651	96,018	24,214	39,213	13,821	85,948	14,427
Tallapoosa	40.1	.0164	33.9	9.0	15.0	18.4	30.0	14.7	132,127	28,991	9,170	12,017	10,241	29,378	8,302
Washington	17.0	.0070	30.0	10.0	15.6	18.8	23.3	5.7	42,027	8,310	1,154	2,125	4,078	8,407	1,414
Wilcox	14.6	.0060	29.0	9.6	12.8	13.9	28.4	4.6	42,044	14,910	1,953	2,745	1,389	6,202	1,592
Winston	23.7	.0097	33.4	9.3	15.9	21.2	26.2	8.8	74,957	22,074	4,677	10,531	5,745	14,431	2,359
TOTAL METRO COUNTIES	**2,609.6**	**1.0733**	**31.5**	**11.8**	**17.3**	**19.3**	**24.7**	**963.0**	**13,622,147**	**2,841,485**	**1,170,014**	**1,703,469**	**713,692**	**3,534,466**	**530,829**
TOTAL STATE	**4,093.1**	**1.6829**	**31.7**	**11.5**	**16.5**	**19.0**	**25.6**	**1,497.7**	**19,147,695**	**4,178,303**	**1,543,937**	**2,279,955**	**961,178**	**4,894,933**	**781,520**

ALA.
S&MM ESTIMATES

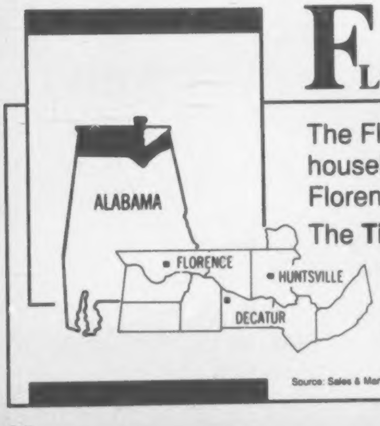
EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANNISTON	**1,119,937**	**18,515**	**27.2**	**27.4**	**12.7**	**6.3**	**.0386**
Calhoun	1,119,937	18,515	27.2	27.4	12.7	6.3	.0386
• Anniston	278,388	15,593	27.4	21.7	10.1	8.1	.0137
SUBURBAN TOTAL	841,549	19,491	27.2	29.5	13.7	5.6	.0249
BIRMINGHAM	**9,711,240**	**20,813**	**24.1**	**26.4**	**14.5**	**10.8**	**.3353**
Blount	304,363	16,026	29.7	25.7	9.6	3.8	.0101
Jefferson	7,480,344	21,145	23.6	26.3	14.6	11.6	.2650
• Bessemer	254,358	15,350	23.3	23.2	11.2	5.9	.0121
• Birmingham	2,638,443	16,507	26.9	23.5	11.1	7.4	.1096
St. Clair	376,444	18,089	28.7	29.3	11.2	4.5	.0122
Shelby	936,244	26,686	20.0	26.6	20.3	14.9	.0264
Walker	613,845	18,086	26.6	26.7	12.5	6.2	.0216
SUBURBAN TOTAL	6,818,439	23,511	22.7	27.9	16.4	12.8	.2136
DOTHAN	**1,182,246**	**18,527**	**28.4**	**27.5**	**11.6**	**7.0**	**.0471**

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Dale	417,863	18,238	30.3	27.8	11.0	6.2	.0140
Houston	764,383	18,694	27.5	27.4	11.9	7.4	.0331
• Dothan	553,028	19,739	27.1	[illegible]	12.8	8.8	.0260
SUBURBAN TOTAL	629,218	17,627	29.4	27.4	10.7	5.5	.0211
FLORENCE	**1,330,989**	**19,488**	**25.8**	**27.2**	**14.0**	**7.6**	**.0474**
Colbert	495,983	18,726	26.8	28.1	13.2	5.6	.0182
Lauderdale	835,006	20,043	25.1	26.7	14.5	8.9	.0292
• Florence	390,241	19,613	24.8	24.7	15.3	9.2	.0166
SUBURBAN TOTAL	940,748	19,442	26.1	28.3	13.5	7.0	.0308
GADSDEN	**912,869**	**16,889**	**26.8**	**24.9**	**12.2**	**5.9**	**.0327**
Etowah	912,869	16,889	26.8	24.9	12.2	5.9	.0327
• Gadsden	425,949	14,742	26.8	21.0	10.6	6.8	.0176
SUBURBAN TOTAL	486,920	18,803	26.3	28.5	13.6	5.1	.0151
HUNTSVILLE	**2,892,698**	**25,798**	**21.6**	**26.1**	**16.2**	**19.2**	**.0930**



FLORENCE, MAJOR PART OF A MAJOR MARKET

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Source: Sales & Marketing Management, 1987 Survey of Buying Power; Circulation '86-'87.

ALA. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Madison	2,892,698	25,798	21.6	26.1	16.2	19.2	.0930
• Huntsville	2,212,284	27,182	20.6	25.2	16.7	21.4	.0744
SUBURBAN TOTAL	680,414	22,738	24.5	28.3	14.9	13.2	.0186
MOBILE	**4,882,644**	**21,572**	**23.6**	**26.4**	**15.2**	**11.7**	**.1756**
Baldwin	962,406	21,856	24.8	26.8	15.4	11.8	.0333
Mobile	3,920,238	21,500	23.3	26.4	15.2	11.6	.1423
• Mobile	2,290,243	21,208	23.8	25.6	14.2	12.7	.0914
SUBURBAN TOTAL	2,592,401	21,878	23.5	27.1	16.1	10.7	.0842
MONTGOMERY	**3,159,736**	**21,609**	**23.8**	**26.3**	**15.4**	**11.9**	**.1100**
Autauga	359,826	24,332	19.8	28.8	18.8	11.5	.0118
Elmore	414,297	19,509	25.7	27.7	14.2	6.9	.0134
Montgomery	2,385,613	21,652	24.1	25.5	15.2	13.0	.0848
• Montgomery	2,169,433	21,710	24.1	25.9	15.2	12.8	.0784
SUBURBAN TOTAL	990,303	21,394	23.1	27.1	15.8	10.1	.0316
TUSCALOOSA	**1,318,706**	**18,172**	**24.5**	**25.2**	**12.9**	**8.0**	**.0492**
Tuscaloosa	1,318,706	18,172	24.5	25.2	12.9	8.0	.0492
• Tuscaloosa	685,050	15,846	24.8	22.2	10.6	8.4	.0295
SUBURBAN TOTAL	633,656	20,727	24.4	28.7	15.5	7.5	.0197
OTHER COUNTIES							
Barbour	191,811	14,480	26.9	21.1	9.0	6.2	.0069
Bibb	119,178	15,384	29.0	25.9	8.5	3.2	.0042
Bullock	72,647	12,569	29.7	16.2	8.1	4.9	.0027
Butler	158,042	14,453	29.5	23.0	6.9	5.2	.0065
Chambers	345,537	18,416	26.5	26.9	13.2	6.4	.0123
Cherokee	156,627	16,017	29.9	26.2	9.9	3.5	.0053
Chilton	299,545	17,900	26.8	27.3	10.8	6.8	.0104
Choctaw	136,719	15,343	22.7	20.3	12.1	8.3	.0046
Clarke	223,757	16,807	23.8	23.1	12.5	7.3	.0087
Clay	91,214	13,913	30.1	24.0	6.4	2.8	.0036
Cleburne	121,131	19,448	26.4	29.3	12.8	6.4	.0035
Coffee	346,540	18,906	25.3	29.6	11.3	6.4	.0130
Conecuh	106,630	12,685	24.7	22.0	6.2	4.7	.0040
Coosa	105,480	17,245	26.8	28.8	9.3	5.3	.0028
Covington	292,106	14,770	29.3	24.1	7.6	4.2	.0113
Crenshaw	86,491	11,000	28.6	16.6	5.7	2.9	.0033
Cullman	564,904	16,356	29.3	25.5	9.0	5.8	.0207
Dallas	355,945	13,156	28.2	19.7	8.2	4.2	.0149
De Kalb	446,613	15,334	27.6	25.2	9.6	4.0	.0151
Escambia	295,113	16,177	26.2	25.9	10.3	5.7	.0115
Fayette	175,612	18,482	24.4	27.3	11.7	7.5	.0056
Franklin	254,526	16,919	25.8	25.8	10.8	6.5	.0092
Geneva	214,553	15,803	25.3	25.5	9.6	5.5	.0068
Greene	67,081	11,368	26.9	14.3	8.1	5.3	.0029
Hale	90,074	11,264	25.2	17.7	5.8	5.2	.0034
Henry	121,881	16,162	28.7	26.3	9.6	4.9	.0043
Jackson	431,775	17,450	28.1	28.0	11.0	4.2	.0149
Lamar	143,253	17,987	26.7	27.9	12.0	5.2	.0049
Lawrence	268,553	18,685	23.2	25.6	14.4	7.4	.0087
Lee	781,608	16,843	24.2	22.2	12.1	8.9	.0279
Limestone	527,286	22,881	22.3	26.8	15.5	13.7	.0167
Lowndes	73,346	11,880	27.9	18.0	5.6	5.0	.0029
Macon	173,741	12,517	26.6	17.7	8.3	6.0	.0063
Marengo	177,040	13,752	23.0	19.0	12.1	5.7	.0070
Marion	287,574	18,378	26.4	29.0	10.9	6.1	.0094
Marshall	573,937	15,578	29.4	24.4	9.2	4.7	.0239
Monroe	181,526	16,343	24.6	24.7	11.5	6.3	.0064
Morgan	951,235	20,602	25.0	28.4	15.1	7.8	.0341
Decatur	488,023	22,604	22.4	27.4	17.5	9.9	.0198
Perry	91,437	11,630	26.2	17.7	7.7	4.1	.0032
Pickens	145,642	14,387	28.9	21.8	9.9	3.5	.0052
Pike	213,409	14,133	26.5	22.3	9.3	4.8	.0084
Randolph	153,752	16,011	27.6	25.5	10.0	4.8	.0055
☐ Russell	377,523	15,660	26.9	24.8	9.7	5.1	.0135
Sumter	117,034	13,470	24.2	19.2	9.8	6.8	.0042
Talladega	672,971	19,048	25.8	26.0	13.8	8.0	.0246
Tallapoosa	328,371	16,711	29.7	26.2	10.1	4.9	.0114
Washington	142,799	20,010	21.6	26.4	16.1	7.5	.0047
Wilcox	88,691	12,368	26.0	16.2	8.7	5.7	.0035
Winston	184,266	15,289	31.5	23.9	8.6	4.5	.0066
TOTAL METRO COUNTIES	**26,888,588**	**20,692**	**24.4**	**26.3**	**14.4**	**10.8**	**.9424**
TOTAL STATE	**39,037,591**	**19,072**	**25.2**	**25.7**	**13.1**	**9.1**	**1.3803**

ALASKA

ALASKA

S&MM ESTIMATES

POPULATION—12/31/86

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)
				18–24 Years	25–34 Years	35–49 Years	50 & Over	
ANCHORAGE	**239.5**	**.0985**	**28.2**	**13.1**	**24.9**	**22.7**	**10.3**	**88.5**
Anchorage	239.5	.0985	28.2	13.1	24.9	22.7	10.3	88.5
• Anchorage	239.5	.0985	28.2	13.1	24.9	22.7	10.3	88.4
OTHER COUNTIES								
Aleutian Islands	7.3	.0030	26.0	23.2	29.2	17.4	6.3	1.6
Bethel	13.0	.0054	24.0	12.9	19.0	17.3	12.0	3.4
Bristol Bay	1.2	.0005	29.2	18.9	33.0	22.5	8.3	.2
Dillingham	5.8	.0023	25.3	13.4	19.9	18.7	12.0	1.8

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANCHORAGE	**2,675,045**	**406,355**	**339,099**	**351,962**	**135,970**	**511,161**	**98,918**
Anchorage	2,675,045	406,355	339,099	351,962	135,970	511,161	98,918
• Anchorage	2,675,045	406,355	339,099	351,962	135,970	511,161	98,918
OTHER COUNTIES							
Aleutian Islands	13,189	7,458	1,675	1,088		99	
Bethel	29,528	5,668	828	14,000	143	2,938	
Bristol Bay	7,667	3,233	2,150		57	727	
Dillingham	10,372	5,814	1,667	546	72	1,011	

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(See page B-26)

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ALASKA (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Fairbanks North Star	69.4	.0286	27.4	15.2	25.9	20.5	9.8	24.4	702,517	129,285	69,370	93,852	31,012	172,707	26,776
Haines	1.8	.0007	30.6	8.3	21.7	23.9	16.4	.6	11,848	3,296	1,025	1,199	55	868	
Juneau	26.0	.0107	29.8	10.5	24.8	23.3	13.8	9.4	237,964	80,577	26,860	574	13,537	25,370	7,651
Kenai Peninsula	44.3	.0182	28.6	10.3	23.0	22.1	13.3	15.4	233,461	70,974	22,725	2,518	6,615	31,986	15,572
Ketchikan Gateway	12.8	.0053	30.0	11.0	20.7	21.9	17.8	4.8	72,448	10,642	10,382	7,975	2,668	7,669	2,103
Kodiak Island	14.2	.0058	27.4	15.7	26.4	19.8	10.1	4.5	63,499	14,018	9,407		1,820	11,375	2,156
Matanuska - Susitna	41.7	.0172	28.9	8.5	22.0	22.7	13.7	14.1	132,932	53,944	11,039	4,141	3,986	8,788	1,110
Nome	7.7	.0031	25.5	12.4	19.1	17.7	14.1	2.2	30,345	15,646	3,323	4,914	750	140	650
North Slope	5.5	.0023	26.5	13.8	22.1	19.8	11.3	1.2	32,274	3,501	27,746	983			
Northwest Arctic	6.0	.0025	23.5	13.1	18.5	15.4	13.3	1.6	23,453	8,262	3,817	6,150		61	
Prince of Wales - Outer Ketchikan	4.8	.0019	27.8	11.5	20.6	21.3	13.8	1.4	16,768	9,843	3,895	261	198	403	
Sitka	8.5	.0035	28.4	12.3	21.7	21.8	13.8	2.6	43,850	19,172	4,961	1,502	2,052	569	1,328
Skagway - Yakutat - Angoon	4.1	.0017	28.4	9.9	23.5	19.6	14.8	1.3	9,922	3,489	1,860	1,748	90	200	
Southeast Fairbanks	7.5	.0031	26.2	14.6	24.5	19.7	8.7	2.1	15,653	6,566	2,220	1,145	96	912	
Valdez - Cordova	9.2	.0038	29.3	11.4	23.9	23.0	13.4	3.3	58,393	19,569	9,439	922	233	4,324	1,104
Wade Hampton	5.5	.0022	21.8	12.8	16.5	15.3	12.3	1.1	11,866	3,526	277	6,587	54	123	
Wrangell - Petersburg	6.6	.0028	29.2	10.8	22.7	20.2	16.7	2.1	30,247	15,350	2,851	603	110	1,502	875
Yukon - Koyukuk	9.3	.0038	27.5	13.2	24.8	19.3	12.1	2.7	44,565	11,629	4,272	6,877	453	1,027	
TOTAL METRO COUNTIES	**239.5**	**.0985**	**28.2**	**13.1**	**24.9**	**22.7**	**10.3**	**88.5**	**2,675,045**	**406,355**	**339,099**	**351,962**	**135,970**	**511,161**	**98,918**
TOTAL STATE	**551.7**	**.2269**	**28.0**	**12.7**	**24.0**	**21.7**	**11.5**	**190.3**	**4,507,806**	**907,817**	**560,888**	**509,547**	**199,971**	**783,960**	**158,243**

ALASKA

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANCHORAGE	**3,865,706**	**34,806**	**17.2**	**22.3**	**18.7**	**31.1**	**.1390**
Anchorage	3,865,706	34,806	17.2	22.3	18.7	31.1	.1390
• Anchorage	3,865,706	34,806	17.2	22.3	18.7	31.1	.1390
OTHER COUNTIES							
Aleutian Islands	132,183	28,154	20.4	26.4	14.9	25.4	.0031
Bethel	102,943	18,625	24.4	18.7	13.6	15.1	.0034
Bristol Bay	16,769	40,500	7.0	21.5	22.0	40.5	.0005
Dillingham	57,590	20,885	20.4	21.1	11.6	18.5	.0015
Fairbanks North Star	1,133,976	34,917	17.8	19.5	16.6	33.3	.0390
Haines	18,639	24,200	24.0	25.5	13.2	18.5	.0009
Juneau	463,471	41,923	12.4	21.5	21.0	38.4	.0146
Kenai Peninsula	624,264	31,389	16.0	20.3	16.8	29.1	.0189
Ketchikan Gateway	199,545	34,426	11.2	24.4	22.7	26.5	.0058
Kodiak Island	203,330	33,138	17.9	21.0	19.2	28.1	.0060
Matanuska - Susitna	447,264	25,170	20.5	26.7	16.4	17.1	.0136
Nome	78,646	22,968	20.3	18.6	13.7	22.3	.0025
North Slope	73,280	39,235	13.8	17.5	19.8	35.5	.0024
Northwest Arctic	56,233	25,074	21.5	23.6	14.0	19.7	.0018
Prince of Wales - Outer Ketchikan	66,968	34,542	15.1	20.9	21.0	28.2	.0020
Sitka	135,820	44,980	11.5	19.8	21.7	40.5	.0038
Skagway - Yakutat - Angoon	48,576	27,852	20.5	21.2	16.8	23.2	.0014
Southeast Fairbanks	74,013	21,441	27.7	19.5	16.0	17.0	.0021
Valdez - Cordova	162,977	35,889	15.1	17.8	14.1	36.8	.0047
Wade Hampton	24,754	14,933	27.9	21.8	8.7	6.7	.0010
Wrangell - Petersburg	78,624	28,304	19.1	29.3	20.4	18.1	.0026
Yukon - Koyukuk	78,874	13,388	21.2	17.2	10.3	11.2	.0030
TOTAL METRO COUNTIES	**3,865,706**	**34,806**	**17.2**	**22.3**	**18.7**	**31.1**	**.1390**
TOTAL STATE	**8,144,445**	**32,624**	**17.5**	**21.8**	**17.8**	**29.1**	**.2736**

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ARIZONA

ARIZ.

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PHOENIX	**1,916.2**	**.7878**	**32.0**	**11.7**	**17.9**	**19.0**	**25.7**	**749.0**	**12,339,829**	**2,736,024**	**1,275,148**	**1,367,167**	**764,400**	**2,561,760**	**511,499**
Maricopa	1,916.2	.7878	32.0	11.7	17.9	19.0	25.7	749.0	12,339,829	2,736,024	1,275,148	1,367,167	766,600	2,561,760	511,499
Glendale	128.6	.0529	29.6	11.5	19.9	21.1	18.3	47.1	850,447	159,002	49,149	45,482	31,273	367,499	31,166
• Mesa	236.9	.0974	30.2	11.7	19.9	17.0	23.5	90.8	1,841,043	345,560	143,807	284,566	124,234	436,007	90,182
• Phoenix	933.8	.3839	31.1	11.7	19.1	19.7	22.9	363.3	6,201,822	1,382,728	676,588	767,184	442,189	1,061,764	247,391
• Scottsdale	113.2	.0465	37.8	10.6	14.2	23.5	30.1	47.6	1,304,288	224,884	152,652	136,146	69,381	381,206	47,950
• Tempe	134.8	.0554	27.7	21.5	21.1	19.7	14.8	50.9	1,071,740	238,084	134,387	81,409	40,458	209,533	43,251
SUBURBAN TOTAL	497.5	.2046	35.8	9.2	14.7	17.2	33.7	196.4	1,920,936	544,768	167,714	97,862	90,338	473,250	82,725
TUCSON	**616.6**	**.2535**	**31.9**	**12.7**	**18.4**	**18.1**	**26.1**	**244.7**	**3,405,661**	**756,105**	**376,925**	**460,043**	**216,277**	**693,961**	**142,840**
Pima	616.6	.2535	31.9	12.7	18.4	18.1	26.1	244.7	3,405,661	756,105	376,925	460,043	216,277	693,961	142,840

ARIZ. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
● Tucson	377.9	.1554	31.0	14.9	19.3	16.7	25.6	154.9	2,784,358	558,912	293,755	377,726	195,340	658,189	114,888
SUBURBAN TOTAL	238.7	.0981	33.5	9.2	17.0	20.4	27.1	89.8	621,303	197,193	83,170	82,317	20,937	35,772	27,952
OTHER COUNTIES															
Apache	58.5	.0240	23.0	11.2	15.5	17.1	14.2	15.2	102,163	36,336	5,804	16,370	509	6,233	3,756
Cochise	98.3	.0404	31.4	10.5	16.4	19.2	24.9	35.4	341,059	95,789	33,482	40,591	12,789	72,078	12,640
Coconino	90.7	.0373	25.2	18.6	19.6	16.9	13.8	29.0	563,817	115,713	79,871	64,225	15,837	73,540	19,170
Gila	39.2	.0162	33.4	8.5	14.6	18.2	29.4	14.7	171,334	67,734	14,828	14,218	2,150	26,817	7,327
Graham	25.0	.0102	28.8	11.0	15.7	18.0	22.2	7.5	134,361	37,420	7,543	16,431	3,885	23,639	7,508
Greenlee	10.1	.0042	27.9	9.4	17.3	18.1	19.7	3.4	21,761	11,297	1,344	1,313	671	2,060	1,000
La Paz	14.3	.0059	31.3	10.8	15.0	18.1	26.4	5.7	33,894	10,481	3,381	935	1,057	3,746	1,096
Mohave	75.8	.0312	38.7	7.8	13.5	18.3	36.6	31.4	431,454	113,137	37,499	32,058	9,769	94,167	12,217
Navajo	75.8	.0312	25.2	10.3	15.8	18.1	16.5	22.3	273,989	89,688	26,506	24,956	4,048	34,264	7,387
Pinal	104.7	.0430	30.6	10.5	16.1	18.1	24.8	35.4	376,124	118,181	32,622	25,258	7,825	51,421	21,976
Santa Cruz	24.6	.0102	29.6	9.0	15.7	18.5	23.1	7.9	171,119	43,864	15,114	25,991	5,666	21,684	9,447
Yavapai	90.3	.0371	40.6	7.6	13.4	17.2	39.8	38.4	442,246	124,454	41,594	54,434	14,443	61,365	15,652
Yuma	87.3	.0359	30.2	12.5	15.7	17.5	24.9	30.7	462,985	105,384	52,810	52,324	17,573	101,338	22,564
Yuma	45.8	.0188	29.0	15.1	17.7	17.6	21.7	16.2	327,731	68,395	37,474	45,904	14,404	83,386	18,006
TOTAL METRO COUNTIES	**2,532.8**	**1.0413**	**32.0**	**11.9**	**18.0**	**18.8**	**25.8**	**993.7**	**15,745,490**	**3,492,129**	**1,652,073**	**1,827,210**	**982,877**	**3,255,721**	**654,339**
TOTAL STATE	**3,327.4**	**1.3681**	**31.6**	**11.7**	**17.4**	**18.6**	**25.6**	**1,270.7**	**19,271,796**	**4,461,607**	**2,004,471**	**2,196,314**	**1,079,099**	**3,828,073**	**796,079**

ARIZ.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
PHOENIX	**24,437,272**	**25,673**	**22.9**	**28.5**	**17.5**	**15.7**	**.8181**
Maricopa	24,437,272	25,673	22.9	28.5	17.5	15.7	.8181
Glendale	1,537,156	27,948	21.4	28.6	20.3	15.8	.0536
● Mesa	2,849,213	25,974	23.3	29.6	19.1	13.7	.1047
● Phoenix	11,589,997	25,165	23.0	28.6	17.4	14.8	.3972
● Scottsdale	1,889,577	32,154	18.7	24.9	19.8	25.6	.0675
● Tempe	1,772,033	28,710	20.3	27.0	19.8	18.8	.0626
SUBURBAN TOTAL	6,336,452	24,401	24.4	28.7	16.0	15.1	.1861
TUCSON	**6,788,082**	**20,998**	**27.0**	**27.5**	**14.0**	**10.8**	**.2337**
Pima	6,788,082	20,998	27.0	27.5	14.0	10.8	.2337
● Tucson	3,836,253	18,976	29.1	27.2	12.5	7.6	.1520
SUBURBAN TOTAL	2,951,829	25,681	23.5	27.7	16.7	16.2	.0817
OTHER COUNTIES							
Apache	334,992	16,492	24.6	22.4	11.8	7.7	.0125
Cochise	845,695	17,816	32.1	26.2	11.4	6.3	.0292
Coconino	812,033	21,319	25.3	28.2	14.8	10.1	.0325
Gila	378,120	20,589	24.5	26.3	16.0	8.8	.0130
Graham	161,881	15,692	31.2	24.1	8.6	5.9	.0076
Greenlee	96,351	27,583	19.3	38.0	18.9	8.3	.0029
La Paz	103,247	12,960	34.9	17.4	7.2	3.5	.0036
Mohave	703,827	16,874	32.0	25.6	10.2	5.7	.0268
Navajo	565,856	19,693	23.3	25.2	14.1	10.2	.0213
Pinal	859,007	19,258	28.1	30.7	10.7	6.7	.0306
Santa Cruz	214,377	19,927	29.6	27.1	12.6	10.2	.0092
Yavapai	909,061	17,465	31.1	25.8	10.7	6.7	.0317
Yuma	770,012	18,643	31.7	26.8	12.2	7.3	.0295
Yuma	439,587	20,512	29.4	28.2	15.3	7.8	.0178
TOTAL METRO COUNTIES	**31,225,354**	**24,446**	**23.9**	**28.2**	**16.7**	**14.5**	**1.0518**
TOTAL STATE	**37,979,813**	**22,968**	**25.0**	**27.9**	**15.6**	**13.0**	**1.3022**

ARKANSAS

ARK.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
FAYETTEVILLE - SPRINGDALE	**107.1**	**.0440**	**30.2**	**16.9**	**17.6**	**18.3**	**23.3**	**40.0**	**649,750**	**132,350**	**64,128**	**131,821**	**25,729**	**117,490**	**12,436**
Washington	107.1	.0440	30.2	16.9	17.6	18.3	23.3	40.0	649,750	132,350	64,128	131,821	25,729	117,490	12,436
● Fayetteville	39.9	.0164	26.3	29.9	19.0	14.1	19.4	15.3	420,739	86,232	48,637	100,962	15,126	80,302	8,795
● Springdale	25.9	.0106	32.1	10.2	17.9	19.9	24.9	9.7	211,131	44,032	15,454	29,785	10,328	36,413	3,344
SUBURBAN TOTAL	41.3	.0170	33.4	8.5	16.3	21.5	25.9	15.0	17,880	2,086	37	1,074	275	775	297
FORT SMITH	**180.0**	**.0741**	**32.8**	**9.7**	**16.2**	**19.6**	**26.9**	**66.6**	**891,779**	**170,824**	**86,994**	**130,600**	**41,521**	**168,457**	**22,839**
Crawford	43.0	.0177	32.3	9.3	16.4	20.3	25.2	14.9	103,013	23,704	11,858	17,218	5,314	16,619	3,111
Sebastian	100.8	.0415	33.0	10.3	16.8	19.1	27.6	39.3	701,757	119,495	70,401	102,135	32,905	136,688	18,209
● Fort Smith	75.0	.0308	33.2	10.5	17.1	18.4	28.6	30.1	672,160	106,879	68,429	101,271	32,383	134,341	17,709
Sequoyah, Okla.	*36.2*	*.0149*	*33.1*	*8.9*	*14.1*	*20.4*	*27.0*	*12.4*	*87,009*	*27,625*	*4,735*	*11,247*	*3,302*	*15,150*	*1,519*
SUBURBAN TOTAL	105.0	.0433	32.5	9.2	15.6	20.4	25.7	36.5	219,619	63,945	18,565	29,329	9,138	34,116	5,130
LITTLE ROCK - NORTH LITTLE ROCK	**508.9**	**.2093**	**30.9**	**11.7**	**18.7**	**19.3**	**23.0**	**185.7**	**3,159,547**	**646,249**	**295,163**	**431,043**	**154,922**	**658,235**	**72,795**
Faulkner	54.1	.0222	29.8	16.9	15.8	17.7	24.0	18.9	239,272	47,232	25,387	26,585	11,894	36,139	5,184
Lonoke	38.8	.0160	32.0	9.2	15.3	20.9	24.5	13.3	131,017	42,117	3,464	13,145	2,000	32,395	6,169
Pulaski	358.0	.1472	30.8	11.5	19.8	18.8	22.8	133.9	2,624,550	509,832	258,295	371,077	135,351	550,006	55,187
● Jacksonville	29.0	.0119	25.4	18.0	21.8	18.2	10.9	9.4	161,615	35,649	18,513	22,665	6,653	40,738	4,127
● Little Rock	184.5	.0759	31.3	11.3	20.6	17.8	24.6	71.5	1,672,070	297,676	179,554	225,071	100,566	363,333	35,675
● North Little Rock	66.2	.0272	33.3	10.5	17.7	18.3	28.6	25.7	706,362	146,043	55,381	122,897	25,131	129,751	13,173
Saline	58.0	.0239	32.3	9.1	17.5	22.9	22.3	19.6	164,708	47,068	8,017	20,236	5,677	39,695	6,255
SUBURBAN TOTAL	229.2	.0943	30.7	11.4	17.4	20.9	21.6	79.1	619,500	166,881	41,715	60,410	22,572	124,413	19,820

ARK. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86 | **RETAIL SALES BY STORE GROUP 1986**

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
PINE BLUFF	**89.9**	**.0370**	**31.0**	**11.9**	**15.8**	**17.1**	**26.6**	**30.7**	**457,681**	**107,905**	**31,904**	**63,686**	**19,249**	**87,775**	**12,909**
Jefferson	89.9	.0370	31.0	11.9	15.8	17.1	26.6	30.7	457,681	107,905	31,904	63,686	19,249	87,775	12,909
• Pine Bluff	69.0	.0284	31.6	12.3	15.5	15.5	29.2	24.7	451,560	106,666	31,266	63,370	18,825	87,740	12,871
SUBURBAN TOTAL	20.9	.0086	29.4	10.5	16.7	22.5	18.2	6.0	6,121	1,239	638	316	424	35	38
TEXARKANA	**121.6**	**.0500**	**33.1**	**9.3**	**16.1**	**18.2**	**28.8**	**44.7**	**772,662**	**165,909**	**66,154**	**109,582**	**34,092**	**145,519**	**24,683**
Miller	38.9	.0160	32.6	9.3	16.0	17.4	28.7	14.1	192,433	68,037	19,318	11,716	8,195	9,250	9,567
• Texarkana	22.3	.0092	34.0	9.4	15.6	16.2	32.2	8.5	184,936	66,959	18,021	11,675	8,057	9,011	9,551
Bowie, Tex.	*82.7*	*.0340*	*33.4*	*9.2*	*16.2*	*18.6*	*28.8*	*30.6*	*580,229*	*97,872*	*46,836*	*97,866*	*25,897*	*136,269*	*15,116*
• *Texarkana*	*34.3*	*.0141*	*33.5*	*9.9*	*16.2*	*15.5*	*32.1*	*13.4*	*443,415*	*63,238*	*33,878*	*84,710*	*22,889*	*113,671*	*11,199*
SUBURBAN TOTAL	65.0	.0267	32.6	8.9	16.3	20.3	25.8	22.8	144,311	35,712	14,255	13,197	3,146	22,837	3,933
OTHER COUNTIES															
Arkansas	22.7	.0093	34.2	9.5	15.4	18.2	30.6	8.6	104,762	28,893	5,603	13,750	3,976	13,901	2,787
Ashley	26.6	.0110	32.5	9.0	14.9	19.4	26.9	9.3	78,290	21,108	4,164	11,468	2,818	16,998	3,737
Baxter	32.4	.0133	47.3	5.8	11.3	15.7	47.6	13.5	141,066	33,114	9,510	22,376	9,284	21,421	7,632
Benton	91.8	.0377	35.8	9.4	14.6	18.6	32.5	34.6	382,849	94,490	24,428	56,029	22,677	74,799	7,895
Boone	29.5	.0122	36.1	8.9	14.9	18.9	32.7	11.3	158,999	37,616	12,277	25,587	6,784	31,878	6,148
Bradley	13.7	.0056	37.4	8.7	12.5	17.6	35.3	5.2	47,202	14,007	2,380	4,212	1,132	7,133	2,523
Calhoun	6.1	.0025	35.4	10.8	13.0	17.5	32.9	2.2	12,860	4,642	376	147	413	1,805	443
Carroll	18.3	.0075	39.5	7.4	14.1	18.8	37.3	7.6	83,310	26,485	7,875	7,108	2,438	10,869	1,802
Chicot	17.1	.0070	31.4	9.3	12.5	15.2	30.3	5.8	54,390	17,405	3,086	2,686	642	11,506	2,220
Clark	23.3	.0096	32.0	17.0	14.1	16.4	29.3	8.1	129,264	24,388	12,076	19,107	2,766	33,947	4,025
Clay	20.2	.0083	38.6	7.9	12.6	19.0	36.0	7.8	47,316	15,058	3,282	7,033	973	7,977	3,057
Cleburne	20.5	.0085	39.8	7.6	12.0	20.2	36.7	7.9	62,362	11,258	3,307	10,878	1,878	16,062	1,533
Cleveland	8.1	.0033	35.4	8.2	14.3	19.8	30.8	2.9	6,232	1,480	400		142	330	382
Columbia	26.5	.0109	34.2	12.2	13.2	17.6	31.4	9.7	112,394	24,222	8,794	20,294	8,591	15,732	4,150
Conway	20.0	.0082	34.0	9.3	13.8	18.0	30.7	7.1	140,672	30,227	6,577	20,268	4,619	42,003	2,944
Craighead	66.0	.0271	31.0	14.4	17.0	19.0	24.3	23.8	438,387	88,545	44,797	74,098	18,853	69,305	15,271
☐ Crittenden	50.1	.0206	28.8	10.5	15.5	18.2	22.3	16.7	402,722	72,297	23,841	31,565	12,182	77,985	11,771
• West Memphis	27.8	0114	29.3	10.8	17.0	19.2	21.2	9.7	306,640	56,242	20,861	29,145	9,174	70,820	9,924
Cross	20.2	.0083	30.6	9.7	15.1	17.6	25.8	6.8	78,516	25,797	4,712	11,235	1,832	11,652	1,428
Dallas	10.7	.0044	35.1	8.7	14.2	17.4	32.7	4.0	41,614	10,373	2,331	6,632	1,605	8,295	1,228
Desha	19.3	.0080	30.4	10.1	14.7	15.8	27.4	6.6	152,710	31,637	4,887	23,105	3,635	59,280	2,945
Drew	18.5	.0076	31.3	12.7	15.2	18.0	26.4	6.5	63,223	14,208	4,206	9,266	2,436	12,841	1,914
Franklin	16.3	.0067	34.9	9.2	14.4	18.9	31.0	5.9	41,771	12,522	3,552	4,903	921	7,629	1,749
Fulton	10.7	.0044	39.7	7.2	13.1	17.7	38.1	4.4	21,963	7,126	1,953	2,100	1,345	2,048	1,616

ARKANSAS-
LITTLE ROCK/NORTH LITTLE ROCK MSA DEMOGRAPHICS

Which Newspaper Delivers Consumer Buying Power?

(HOUSEHOLD INCOME)

Arkansas Democrat
Reader Profile

Under $10,000
13,000

$10,000 to $50,000
101,000

Over $50,000
22,000

Median Household Income
$26,548

Arkansas Gazette
Reader Profile

Under $10,000
21,000

$10,000 to $50.00
101,000

Over $50.000
24,000

Median Household Income
$24,209

The Choice is Clear

For more Demographic data contact Dick E. Browning, National Advertising Manager (501) 378-3447

Arkansas Democrat

Figures taken from continuing market survey conducted by Belden and Associates of Dallas in November, 1985
Representative Nationally by Branham Newspaper Sales

ARK. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Garland	76.4	.0314	39.3	8.3	14.0	17.8	37.6	31.6	457,681	90,473	59,464	81,982	15,505	85,150	13,099
Grant	14.0	.0058	34.2	9.0	15.0	22.1	26.7	5.0	34,50[illegible]	9,090	2,472	5,958	497	4,102	1,959
Greene	32.5	.0134	34.2	9.5	15.5	19.6	29.2	12.2	132,165	26,324	11,554	21,846	6,511	20,376	4,669
Hempstead	24.2	.0099	35.4	8.6	13.8	18.5	32.1	8.6	82,738	26,040	6,295	10,327	2,526	12,845	2,447
Hot Spring	28.2	.0116	34.6	8.9	15.3	19.2	30.2	10.5	96,139	21,388	7,325	11,815	2,888	22,861	2,264
Howard	14.0	.0058	35.2	8.6	14.2	17.1	33.1	5.1	69,649	15,339	5,006	11,355	2,328	19,879	2,504
Independence	32.7	.0134	33.9	9.7	15.9	19.6	28.6	11.9	121,043	29,627	7,423	17,141	5,438	21,399	3,343
Izard	11.2	.0046	44.5	6.2	11.9	16.3	44.8	4.4	34,471	12,252	679	1,338	395	10,128	1,496
Jackson	20.7	.0085	34.6	9.0	14.6	18.5	30.9	7.7	101,612	27,524	9,512	11,144	3,524	16,675	3,595
Johnson	18.9	.0077	36.2	9.4	13.8	17.8	33.7	7.1	60,995	18,154	2,784	7,390	2,902	16,443	1,879
Lafayette	9.9	.0041	34.9	8.1	13.1	17.0	32.8	3.6	27,822	10,705	954	1,754	1,031	2,873	1,353
Lawrence	18.7	.0077	36.0	9.6	13.9	18.3	32.9	7.2	78,313	16,996	4,221	6,179	2,753	23,864	2,953
Lee	15.3	.0063	30.9	8.9	12.3	15.7	29.2	5.1	38,088	11,544	2,960	2,631	962	7,083	2,474
Lincoln	12.9	.0053	31.9	11.5	18.5	18.3	26.0	3.6	27,566	9,467	328	633	304	8,359	1,021
Little River	14.8	.0061	32.1	9.1	15.3	18.9	26.6	5.0	38,890	12,306	1,706	5,003	806	11,439	1,222
Logan	21.5	.0088	35.8	8.3	13.6	18.0	33.0	7.6	69,973	14,378	4,750	10,308	1,910	24,496	2,498
Madison	12.2	.0050	35.9	7.9	14.9	19.1	32.2	4.6	31,467	9,435	1,991	4,183	1,861	2,584	1,004
Marion	13.0	.0053	40.3	6.5	12.6	17.3	39.5	5.0	11,675	6,987	755	141	153	871	509
Mississippi	57.5	.0237	29.4	11.7	15.9	17.1	23.9	19.5	234,857	51,878	16,610	42,087	8,391	54,271	8,163
Monroe	12.4	.0051	33.6	8.8	12.9	16.2	32.0	4.5	60,100	15,008	6,278	8,731	1,713	9,147	1,405
Montgomery	8.5	.0035	39.2	8.0	13.3	19.1	36.5	3.4	18,525	5,007	1,731	1,189	571	2,787	379
Nevada	10.9	.0045	35.7	8.6	13.5	16.6	34.3	3.8	32,157	9,520	1,419	3,135	2,049	7,390	1,205
Newton	8.4	.0034	33.7	8.2	16.0	19.5	28.4	3.0	6,422	2,692	825		139	195	225
Ouachita	33.2	.0137	35.4	8.9	14.6	17.7	32.8	12.5	198,163	50,289	13,383	22,871	9,522	41,730	7,899
Perry	8.3	.0034	34.8	7.9	14.4	19.2	30.5	2.9	10,014	4,777	505		125	713	413
Phillips	32.9	.0135	30.4	9.3	12.9	16.4	27.6	11.1	150,739	37,623	6,563	17,571	4,807	44,216	5,994
Pike	10.9	.0045	35.9	9.0	14.0	18.9	32.3	4.1	31,451	11,024	1,068	2,169	755	5,334	1,372
Poinsett	26.1	.0107	33.3	9.3	14.8	19.4	28.1	9.3	81,483	17,981	5,710	8,841	2,953	11,341	6,541
Polk	18.2	.0075	37.9	7.6	12.5	19.3	34.8	6.6	71,568	18,701	4,150	11,425	2,525	16,420	2,599
Pope	44.1	.0181	32.0	12.4	15.9	19.8	25.4	16.2	307,724	63,974	25,110	40,152	13,237	79,356	8,116
Prairie	9.6	.0040	34.9	9.0	14.0	18.8	31.0	3.7	30,021	6,414	1,734	470	636	7,958	1,712
Randolph	17.2	.0070	35.5	8.4	13.9	19.1	31.5	6.5	42,337	14,351	3,000	3,373	2,117	8,234	1,291
St. Francis	30.1	.0124	29.5	9.5	14.7	16.8	25.1	9.9	135,339	29,771	10,232	13,922	5,422	15,876	4,459
Scott	10.4	.0042	37.4	8.0	12.6	20.7	33.0	4.0	23,439	3,920	2,017	6,467	856	4,802	1,521
Searcy	9.0	.0037	37.6	7.6	13.8	18.7	34.7	3.6	17,082	4,832	945	1,278	568	2,103	1,165
Sevier	14.8	.0061	35.1	8.3	14.6	19.4	30.7	5.5	40,042	4,396	3,271	8,956	599	6,765	3,380
Sharp	16.2	.0066	42.9	7.1	11.5	15.6	42.9	6.4	26,830	6,142	2,690	3,942	2,693	3,429	828
Stone	9.8	.0041	36.7	7.5	14.4	20.5	32.1	3.6	29,104	6,468	2,002	4,021	634	9,366	470
Union	49.7	.0204	34.8	9.2	14.9	17.4	32.3	18.5	248,617	58,978	17,899	17,860	14,227	54,678	10,172
Van Buren	15.7	.0065	40.3	6.7	12.7	17.5	38.9	6.1	42,809	14,363	2,619	1,069	1,360	11,835	1,644
White	54.0	.0222	32.9	12.7	14.3	18.9	28.0	19.1	239,541	53,181	16,936	20,771	8,009	78,690	8,469
Woodruff	10.5	.0043	33.3	8.9	13.9	15.7	31.9	3.8	28,644	7,563	1,033	981	890	7,121	1,822
Yell	18.1	.0075	37.0	8.5	13.7	19.2	33.5	6.8	44,977	7,409	3,047	5,518	1,031	7,539	2,570
TOTAL METRO COUNTIES	**938.7**	**.3861**	**31.1**	**11.9**	**17.7**	**18.9**	**24.1**	**341.4**	**5,666,903**	**1,170,037**	**516,613**	**759,184**	**258,496**	**1,104,042**	**140,798**
TOTAL STATE	**2,404.8**	**.9888**	**33.1**	**10.5**	**15.7**	**18.5**	**28.5**	**881.2**	**11,733,826**	**2,618,929**	**966,142**	**1,399,393**	**496,379**	**2,384,176**	**352,330**

ARK.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
FAYETTEVILLE - SPRINGDALE	**1,080,976**	**19,299**	**28.4**	**27.5**	**11.3**	**9.3**	**.0401**
Washington	1,080,976	19,299	28.4	27.5	11.5	9.3	.0401
• Fayetteville	413,330	16,976	28.6	22.1	10.3	10.6	.0188
• Springdale	276,663	22,308	26.5	31.8	14.9	9.0	.0111
SUBURBAN TOTAL	390,983	19,567	29.5	30.1	10.5	8.2	.0102
FORT SMITH	**1,832,275**	**19,639**	**27.3**	**27.3**	**12.7**	**9.1**	**.0636**
Crawford	394,068	20,510	26.0	31.0	12.6	7.8	.0122
Sebastian	1,199,357	21,391	26.3	27.3	14.6	11.4	.0426
• Fort Smith	940,174	21,466	26.2	26.6	14.4	12.4	.0356
Sequoyah, Okla.	*238,850*	*14,182*	*32.3*	*22.5*	*6.7*	*3.5*	*.0088*
SUBURBAN TOTAL	892,101	18,278	28.2	27.8	11.3	6.4	.0280
LITTLE ROCK - NORTH LITTLE ROCK	**5,993,371**	**23,700**	**24.0**	**27.8**	**16.1**	**14.1**	**.2067**
Faulkner	565,341	21,816	25.7	27.6	15.4	11.1	.0187
Lonoke	317,159	17,751	27.2	26.6	11.8	5.9	.0112
Pulaski	4,546,925	24,709	23.4	27.5	16.4	16.2	.1592
• Jacksonville	305,885	23,561	29.5	34.0	15.4	10.8	.0108
• Little Rock	2,517,730	24,466	23.4	26.3	15.6	17.5	.0914
• North Little Rock	842,395	24,355	22.3	26.7	15.6	16.7	.0339
Saline	563,946	23,442	23.7	31.8	17.7	8.0	.0176
SUBURBAN TOTAL	2,327,361	22,884	24.3	28.9	16.8	10.6	.0706

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
PINE BLUFF	**799,560**	**18,556**	**24.5**	**24.1**	**12.8**	**10.1**	**.0301**
Jefferson	799,560	18,556	24.5	24.1	12.8	10.1	.0301
• Pine Bluff	626,071	17,527	24.9	23.2	11.7	9.8	.0254
SUBURBAN TOTAL	173,489	23,475	23.1	27.9	17.2	11.1	.0047
TEXARKANA	**1,183,138**	**19,725**	**24.5**	**26.6**	**13.7**	**9.1**	**.0455**
Miller	374,821	19,844	23.9	27.0	13.6	9.0	.0134
• Texarkana	221,706	19,038	24.9	26.2	13.1	8.6	.0093
Bowie, Tex.	*808,[illegible]17*	*19,675*	*24.8*	*26.4*	*13.7*	*9.2*	*.0321*
• Texarkana	*335,7[illegible]7*	*17,865*	*26.3*	*24.3*	*11.5*	*8.8*	*.0175*
SUBURBAN TOTAL	[illegible]	21,266	23.4	28.0	15.2	9.5	.0187
OTHER COUNTIES							
Arkansas	209,756	16,558	28.3	23.4	9.8	8.2	.0074
Ashley	237,730	19,329	20.9	25.7	14.7	8.6	.0078
Baxter	344,670	19,018	33.2	29.4	11.2	6.5	.0113
Benton	980,741	21,344	28.2	31.1	13.3	9.2	.0318
Boone	256,264	15,883	33.0	23.5	8.5	6.1	.0100
Bradley	112,840	15,553	24.9	24.3	9.9	5.2	.0040
Calhoun	54,293	17,721	23.9	25.3	13.7	6.2	.0016
Carroll	158,652	15,375	33.5	23.5	7.6	4.8	.0059
Chicot	105,780	11,086	26.8	16.4	5.0	5.6	.0042

ARK. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Clark	191,997	15,559	27.1	23.9	10.6	5.5	.0077
Clay	153,367	13,458	32.7	20.4	6.7	3.5	.0053
Cleburne	180,774	16,611	31.2	24.9	8.2	6.9	.0061
Cleveland	67,751	16,739	26.9	23.3	13.6	6.1	.0018
Columbia	280,265	19,408	24.4	24.1	13.2	11.4	.0092
Conway	179,385	18,394	24.8	25.8	12.0	8.6	.0075
Craighead	622,271	18,718	29.1	27.7	11.1	7.6	.0248
☐ Crittenden	395,451	16,230	25.7	23.1	12.0	6.6	.0189
• West Memphis	250,367	18,727	24.8	26.2	13.6	7.3	.0127
Cross	157,897	16,144	29.6	25.2	8.7	5.7	.0059
Dallas	98,682	17,284	28.7	26.9	9.5	6.3	.0035
Desha	154,922	14,488	27.3	18.8	11.4	7.2	.0073
Drew	164,177	17,754	26.8	23.0	13.4	8.0	.0055
Franklin	149,344	19,362	28.2	29.1	12.1	7.1	.0048
Fulton	72,468	12,470	36.5	18.0	3.6	1.7	.0025
Garland	864,372	18,938	26.9	25.6	12.3	9.9	.0300
Grant	134,025	20,943	21.9	29.5	13.7	8.8	.0042
Greene	306,930	18,776	28.5	27.7	12.4	6.4	.0105
Hempstead	195,688	16,076	27.5	25.3	11.2	5.3	.0070
Hot Spring	258,214	18,421	26.4	26.1	13.8	6.2	.0085
Howard	117,877	16,890	27.3	27.0	10.0	5.1	.0046
Independence	292,549	18,354	29.4	27.3	11.9	6.5	.0100
Izard	87,653	14,440	32.0	23.3	6.9	3.8	.0031
Jackson	173,659	15,467	29.4	22.8	8.2	6.4	.0067
Johnson	151,486	14,918	31.9	23.8	7.0	4.4	.0053
Lafayette	82,051	15,169	24.9	20.1	11.1	8.1	.0028
Lawrence	149,236	14,527	30.6	22.7	7.4	4.4	.0056
Lee	93,316	11,417	27.7	16.6	6.4	4.2	.0037
Lincoln	83,071	15,097	27.8	21.7	9.5	5.5	.0030
Little River	135,508	19,149	22.2	24.3	12.1	12.0	.0042
Logan	177,967	16,145	30.9	23.0	9.5	6.8	.0061
Madison	89,180	14,754	32.9	25.0	6.7	2.2	.0031
Marion	109,532	15,152	32.0	23.4	7.4	6.3	.0033
Mississippi	469,522	16,894	30.3	24.8	10.1	6.5	.0173
Monroe	82,273	11,758	26.4	17.9	6.4	4.6	.0037
Montgomery	69,493	15,065	32.3	24.5	7.5	3.7	.0023
Nevada	78,413	14,250	31.3	20.9	8.5	3.9	.0028
Newton	46,280	11,286	33.6	16.9	4.2	1.4	.0015
Ouachita	305,895	17,253	25.9	23.1	12.5	7.9	.0120
Perry	61,062	15,868	29.7	27.4	9.1	2.9	.0019
Phillips	221,336	12,271	24.7	19.0	8.5	5.0	.0094
Pike	73,113	12,776	32.9	19.4	5.7	2.9	.0029
Poinsett	203,654	15,155	31.1	23.4	6.6	6.0	.0071
Polk	137,280	13,888	33.0	20.1	6.5	4.2	.0053
Pope	392,219	17,282	29.0	25.5	10.7	6.7	.0164
Prairie	70,071	13,036	30.6	19.6	5.6	4.4	.0025
Randolph	135,932	15,030	32.0	24.5	7.1	4.3	.0045
St. Francis	217,032	14,199	26.3	22.7	8.2	6.1	.0088
Scott	81,192	14,064	34.0	21.5	6.7	4.1	.0027
Searcy	50,006	9,597	30.4	12.1	3.8	1.5	.0020
Sevier	130,743	17,975	26.5	26.3	12.8	6.4	.0042
Sharp	133,609	14,773	34.7	22.1	6.1	5.0	.0041
Stone	62,619	11,722	31.9	15.4	7.4	2.5	.0026
Union	463,433	17,311	24.9	23.7	12.1	8.3	.0167
Van Buren	109,919	13,616	34.0	20.6	5.4	2.8	.0041
White	444,890	16,547	29.4	25.4	9.9	5.8	.0169
Woodruff	70,343	12,137	28.5	20.5	4.6	3.8	.0025
Yell	154,101	16,360	30.6	24.8	9.1	5.7	.0050
TOTAL METRO COUNTIES	**10,237,604**	**21,769**	**24.9**	**27.4**	**14.6**	**12.0**	**.3640**
TOTAL STATE	**22,938,394**	**18,352**	**27.3**	**25.5**	**11.8**	**8.7**	**.8208**

The Gazette's Circulation Is Growing.
And So Is Its Lead.

17% More Sunday Circulation

66% More Daily Circulation

Sunday Net Paid Circulation
185,311 Gazette
158,011 Democrat

Daily Net Paid Circulation
136,814 Gazette
82,156 Democrat

Gazette LEAD 27,300 54,658

Arkansas Gazette.

Source: As filed with the Audit Bureau of Circulations six months Publisher's Statement ending March 31, 1987, subject to audit. As shown in ABC's FasFax report.

CAL. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANAHEIM - SANTA ANA	**2,177.3**	**.8952**	**31.7**	**12.5**	**19.1**	**21.8**	**21.8**	**773.8**	**16,116,999**	**2,893,549**	**1,818,722**	**1,919,470**	**872,945**	**3,977,853**	**488,378**
Orange	2,177.3	.8952	31.7	12.5	19.1	21.8	21.8	773.8	16,116,999	2,893,549	1,818,722	1,919,470	872,945	3,977,853	488,378
● Anaheim	243.6	.1002	31.0	13.8	19.6	20.1	22.1	88.9	1,857,245	338,420	279,480	232,449	138,586	366,494	57,575
Buena Park	68.1	.0280	30.5	13.7	17.6	22.1	20.0	22.8	684,609	101,676	48,975	91,468	19,873	240,428	31,913
Costa Mesa	89.6	.0368	31.2	15.8	23.2	19.8	21.3	35.6	1,471,465	132,294	108,485	223,071	72,874	469,284	15,704
Cypress	43.6	.0179	31.5	11.7	15.0	28.2	16.5	13.6	165,039	44,986	23,770	14,346	5,903	37,504	6,296
Fountain Valley	56.1	.0231	31.7	9.4	15.4	30.1	14.8	16.5	346,500	105,042	34,678	63,433	24,706	17,651	12,924
Fullerton	111.7	.0459	31.8	14.9	19.1	20.1	23.7	41.5	839,537	152,260	95,196	126,910	30,351	243,515	30,921
Garden Grove	135.2	.0556	31.0	12.9	18.4	20.7	22.1	46.1	847,507	203,091	93,712	60,653	36,394	233,704	29,624
Huntington Beach	187.7	.0772	30.9	12.6	20.6	23.9	17.7	67.5	1,241,548	227,827	114,297	179,349	89,103	286,274	40,155
Irvine	87.4	.0359	30.6	10.9	24.0	26.0	13.3	30.8	595,758	117,848	76,350	3,448	11,122	286,863	18,698
La Habra	49.4	.0203	32.0	13.3	17.8	19.8	24.8	18.2	320,478	51,294	35,480	30,738	24,876	78,824	18,967
Newport Beach	68.8	.0283	37.9	12.0	18.0	24.0	31.0	30.6	854,031	110,691	156,136	102,639	19,471	237,764	20,405
Orange	101.8	.0419	31.5	12.4	18.4	22.0	21.5	35.3	1,034,452	136,658	111,756	147,039	60,088	240,261	26,392
● Santa Ana	232.1	.0954	28.4	14.2	21.4	17.3	18.6	73.2	1,657,006	291,604	156,897	135,800	122,823	505,763	46,838
Westminster	76.0	.0312	31.7	11.7	17.4	22.8	21.5	25.9	713,255	117,456	42,493	121,393	46,430	201,401	14,023
SUBURBAN TOTAL	1,701.6	.6996	32.3	12.0	18.8	22.7	22.2	611.7	12,602,748	2,263,525	1,382,345	1,551,221	611,536	3,105,596	383,965
BAKERSFIELD	**493.8**	**.2031**	**30.7**	**11.3**	**17.7**	**18.7**	**23.6**	**176.0**	**2,792,087**	**640,597**	**287,898**	**258,709**	**138,529**	**671,076**	**94,733**
Kern	493.8	.2031	30.7	11.3	17.7	18.7	23.6	176.0	2,792,087	640,597	287,898	258,709	138,529	671,076	94,733
● Bakersfield	151.8	.0624	30.1	12.3	20.6	18.2	21.7	57.9	1,569,026	225,727	151,132	212,785	104,131	500,817	58,357
SUBURBAN TOTAL	342.0	.1407	31.0	10.9	16.2	19.0	24.4	118.1	1,223,061	414,870	136,766	45,924	34,398	170,259	36,376
CHICO	**170.7**	**.0702**	**33.5**	**14.0**	**17.3**	**16.0**	**31.4**	**69.0**	**992,369**	**267,854**	**95,675**	**100,777**	**45,950**	**186,546**	**55,035**
Butte	170.7	.0702	33.5	14.0	17.3	16.0	31.4	69.0	992,369	267,854	95,675	100,777	45,950	186,546	55,035
● Chico	31.5	.0130	25.2	33.4	20.6	11.9	18.0	12.8	421,839	104,254	51,488	19,271	29,162	91,774	14,180
SUBURBAN TOTAL	139.2	.0572	36.1	9.7	16.5	17.0	34.4	56.2	570,530	163,600	44,187	81,506	16,788	94,772	40,855
FRESNO	**588.8**	**.2421**	**30.6**	**12.2**	**18.1**	**18.4**	**23.7**	**210.8**	**3,235,826**	**667,657**	**282,093**	**340,286**	**172,770**	**814,542**	**156,650**
Fresno	588.8	.2421	30.6	12.2	18.1	18.4	23.7	210.8	3,235,826	667,657	282,093	340,286	172,770	814,542	156,650
● Fresno	288.7	.1187	30.2	13.5	20.3	16.6	23.7	110.6	2,106,443	346,424	180,981	318,146	131,752	512,788	97,429
SUBURBAN TOTAL	300.1	.1234	31.1	10.9	16.2	20.1	23.7	100.2	1,129,383	321,233	101,112	22,140	41,018	301,754	59,221
LOS ANGELES - LONG BEACH	**8,312.3**	**3.4177**	**31.9**	**11.8**	**19.1**	**20.0**	**24.2**	**3,046.0**	**53,797,936**	**10,450,894**	**5,753,097**	**5,743,576**	**3,582,459**	**12,686,683**	**1,796,959**
Los Angeles	8,312.3	3.4177	31.9	11.8	19.1	20.0	24.2	3,046.0	53,797,936	10,450,894	5,753,097	5,743,576	3,582,459	12,686,683	1,796,959
Alhambra	73.0	.0300	33.9	11.4	19.8	16.9	30.9	29.4	529,221	59,175	32,182	47,406	31,401	265,203	13,832
Arcadia	49.9	.0205	39.8	9.1	12.0	23.8	34.4	19.4	547,212	105,324	67,911	125,787	22,864	62,138	24,260
Baldwin Park	60.8	.0250	26.3	12.1	18.5	17.6	16.4	16.7	138,709	38,497	13,269	8,621	4,332	27,450	5,046

THE ONLY GAME IN TOWN.

NUMBER ONE IN HOUSEHOLD PENETRATION.

Buying newspaper in Bakersfield is no gamble. It's a sure thing with The Bakersfield Californian. We draw to 67.7% Household Penetration daily, 72.3% Sundays.* That's number one in California for newspapers over 80,000 circulation.

And look at the size of the pot. Bakersfield/Kern County is in the top 100 in population, households, retail sales, food stores and effective buying income. It's number one in the U.S. in oil, number two in cotton, and number three in agricultural produce. Plus it's an excellent test market – Los Angeles newspapers have less than 7% circulation. And Broadcast is fragmented.

So don't get lost in the shuffle. Call (805) 395-7249 for more information. The Bakersfield Californian – we're the only game in town.

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee
*Figures for primary market March, 1986 ABC Report

The Bakersfield Californian
We Read You.

CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Bellflower	59.8	.0246	32.1	14.2	18.8	17.5	27.1	24.2	431,196	86,534	34,171	33,108	23,191	130,621	14,819
• Burbank	91.7	.0377	37.4	9.9	17.1	20.7	32.9	38.9	639,851	153,981	85,145	22,575	43,600	1[illegible]0,355	30,968
Carson	89.4	.0368	30.0	10.9	15.9	23.9	18.0	25.2	605,989	102,977	30,772	116,400	23,682	180,098	11,139
Cerritos	58.1	.0239	30.3	7.5	18.4	30.1	11.3	16.1	838,414	97,022	44,895	260,615	41,346	197,891	15,841
Compton	93.0	.0382	24.6	13.5	16.1	18.5	14.6	24.0	249,158	58,348	19,447	9,577	3,286	77,685	17,631
Downey	86.9	.0357	35.9	11.6	16.4	20.1	31.2	34.5	978,555	114,615	65,778	109,392	43,103	472,310	21,583
El Monte	94.4	.0388	26.9	13.4	18.6	16.3	18.6	28.7	594,371	102,253	39,351	43,869	20,615	271,955	16,292
Gardena	50.3	.0207	33.0	11.2	19.7	20.9	25.1	19.0	510,768	140,303	41,295	55,229	14,717	139,107	20,669
Glendale	156.1	.0642	37.6	10.1	17.3	20.5	33.4	67.0	1,299,726	206,433	114,478	155,623	91,460	416,974	29,362
Hawthorne	61.4	.0252	31.8	12.9	20.8	20.4	23.0	25.2	413,701	76,481	36,176	65,015	33,992	52,931	25,643
Huntington Park	52.7	.0217	27.2	13.7	19.7	16.0	18.6	17.2	273,010	65,213	17,208	8,185	21,786	80,336	12,794

No other Daily on the Planet can promise to be:

- faster in providing the highest penetration of any California morning paper[1]
- more powerful than a $6.6 billion EBI[2]
- able to leap to 55% daily and 75% Sunday readership figures[3]

The Fresno Bee
(209) 441-6176
Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

[1] Circulation 86/87
[2] S&MM Survey of Buying Power 1986
[3] ABC Audit 12/85

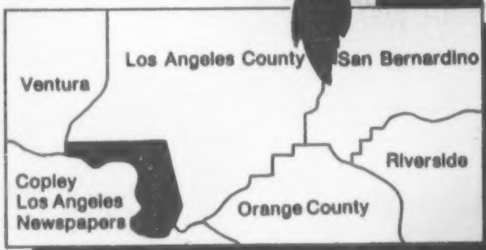
There are 3 things to remember when buying media in Los Angeles:

Copley Los Angeles Newspapers
Copley Los Angeles Newspapers
Copley Los Angeles Newspapers

Stretching from Malibu and Santa Monica to Palos Verdes and San Pedro, L.A.'s most desirable place in which to live also has one of America's great newspapers!

Our Copley Los Angeles Newspapers serve 29 coastal communities, reaching over 400,000 readers daily. These upscale readers boast an average family income of $43,000.

To reach this lucrative market effectively, you need Copley Los Angeles Newspapers.



Sources: Urban Decision Systems, 1987. Scarborough Study, 1983.

Copley LOS ANGELES Newspapers

Daily Breeze News-Pilot The Outlook
6735 Forest Lawn Drive, Los Angeles, Ca 90068

Los Angeles Sales Office, (213)850-0777.

Nationally represented by Sawyer/Ferguson/Walker

CAL. (cont.)
S&MM ESTIMATES

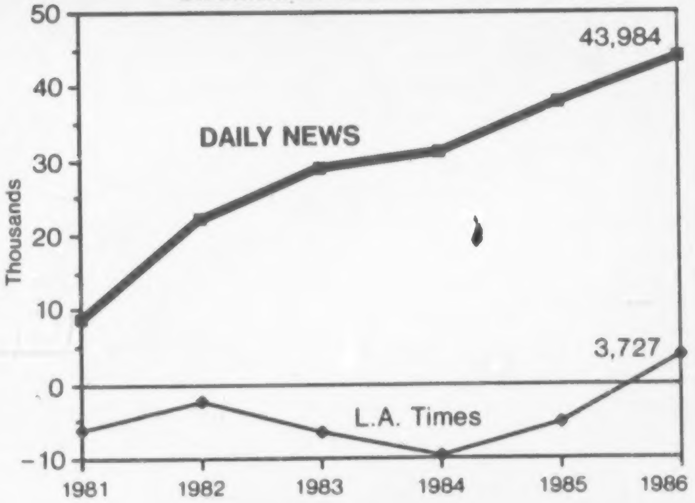
POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Inglewood	103.4	.0425	29.8	12.3	23.5	19.1	18.7	39.9	581,175	93,974	54,046	42,178	30,715	219,749	38,205
Lakewood	78.0	.0321	32.9	10.5	18.3	20.8	25.3	27.0	652,933	128,771	57,476	132,899	27,513	137,654	17,340
La Mirada	43.1	.0177	31.8	14.2	14.3	23.1	22.3	12.7	262,663	65,476	25,679	44,639	7,522	24,939	6,235
Lancaster	58.3	.0240	32.2	10.7	16.5	21.3	24.0	21.3	539,974	77,200	35,342	108,083	34,663	143,385	27,329
• Long Beach	400.0	.1645	33.0	12.5	20.2	16.6	29.5	168.1	2,246,959	458,222	290,703	146,625	143,690	571,469	71,330
• Los Angeles	3,298.2	1.3561	32.3	12.2	20.1	19.8	24.8	1,263.7	20,749,701	4,185,734	2,487,184	2,019,298	1,594,822	4,038,410	705,780
Lynwood	5[illegible]3	.0227	26.2	11.5	19.7	16.5	16.2	16.0	201,666	84,571	13,469	33,685	8,230	7,232	11,920
Montebello	59.4	.0244	31.9	12.5	17.6	18.4	26.1	20.1	324,653	73,783	38,984	21,389	25,468	68.924	20,808
Monterey Park	61.5	.0253	33.2	11.5	18.2	20.3	26.4	20.8	314,521	89,017	43,382	11,696	12,456	73,599	18,106
Norwalk	91.0	.0374	28.9	12.6	18.2	18.8	20.1	26.9	460.221	90,520	35,717	30,329	14,503	182,003	17,432
• Pasadena	131.7	.0542	33.6	11.8	20.0	17.7	29.4	52.7	1,259,224	175,860	128,043	231,464	79,050	331,447	31,075
Pico Rivera	59.2	.0243	29.3	12.0	15.7	18.9	22.1	17.1	219,831	82,327	29,551	30,292	4,568	9,035	9,727
• Pomona	112.7	.0463	28.1	13.5	19.4	16.3	20.4	37.0	654,708	104,045	61,506	90,169	26,807	220,816	20,347
Redondo Beach	64.4	.0265	31.5	13.4	27.6	20.8	19.5	27.9	389,833	107,821	75,954	56,016	46,106	7,662	10,582
Rosemead	47.9	.0197	29.4	11.5	17.7	17.6	22.4	14.8	237,771	44,569	24,371	48,036	12,432	31,269	7,054
Santa Monica	96.2	.0396	35.6	10.1	25.1	19.3	31.6	48.1	1,297,493	98,220	155,173	99,399	100,469	487,663	35,175
South Gate	80.3	.0330	29.8	11.0	18.0	16.9	23.7	27.6	323,251	81,256	19,278	15,884	12,320	107,396	19,209
Torrance	141.4	.0581	35.1	11.1	17.3	24.1	26.0	54.2	1,781,635	251,476	152,754	330,637	163,995	413,466	40,853
West Covina	94.8	.0390	30.7	12.4	19.4	21.7	20.0	31.3	805,919	117,572	68,623	132,255	69,213	238,047	25,218
Whittier	73.5	.0302	34.3	12.1	17.5	16.8	32.0	28.9	684,254	102,137	40,686	80,116	49,389	266,202	16,806
SUBURBAN TOTAL	4,278.0	1.7589	31.4	11.4	18.2	20.6	23.0	1,485.6	28,247,493	5,373,052	2,700,516	3,233,445	1,694,490	7,374,186	937,459
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***13,116.7***	***5.3930***	***31.8***	***11.7***	***18.8***	***20.1***	***24.0***	***4,748.9***	***84,672,837***	***16,650,260***	***8,978,340***	***9,418,788***	***5,156,895***	***20,207,388***	***2,773,565***
MERCED	**166.5**	**.0686**	**29.1**	**12.4**	**17.6**	**18.4**	**21.2**	**55.4**	**809,027**	**167,295**	**69,799**	**88,812**	**26,584**	**216,716**	**38,082**
Merced	166.8	.0686	29.1	12.4	17.6	18.4	21.2	55.4	809.027	167,295	69,799	88,812	26,584	216,716	38,082
• Merced	48.3	.0199	28.9	13.7	19.5	17.1	21.0	17.8	485,034	75,470	32,265	74,426	19,547	159,424	24,608
SUBURBAN TOTAL	118.5	.0487	29.2	11.9	16.8	18.9	21.3	37.6	323,993	91,825	37,534	14,386	7,037	57,292	13,474
MODESTO	**313.9**	**.1291**	**31.5**	**11.0**	**17.8**	**19.0**	**24.8**	**110.5**	**1,809,954**	**421,712**	**148,798**	**217,055**	**113,491**	**345,504**	**94,445**
Stanislaus	313.9	.1291	31.5	11.0	17.8	19.0	24.8	110.5	1,809,954	421,712	148,798	217,055	113,491	345,504	94,445
• Modesto	132.3	.0544	30.8	11.0	20.5	19.4	22.1	48.1	1,150,427	224,582	93,220	190,069	79,730	225,000	56,020
• Turlock	33.6	.0138	30.6	13.5	19.5	16.0	25.4	12.7	244,413	67,858	22,703	8,888	18,516	55,255	18,286
SUBURBAN TOTAL	148.0	.0609	32.6	10.4	15.1	19.4	27.0	49.7	415,114	129,272	32,875	18,098	15,245	65,249	20,139

UP & COMING!

Circulation Growth 1980-1986



In the affluent Daily News market of Los Angeles, Daily News circulation growth continues to outpace its chief competitor year after year. In fact, over the past seven years, Daily News circulation has increased more than 43,000 as compared to only 3,700 for the Los Angeles Times. *

For information on how you can reach L.A.'s richest, biggest-spending retail market with YOUR advertising, contact the Daily News today at 818-713-3249.

Daily News
LOS ANGELES

Represented nationally by Sawyer-Ferguson-Walker, Inc.

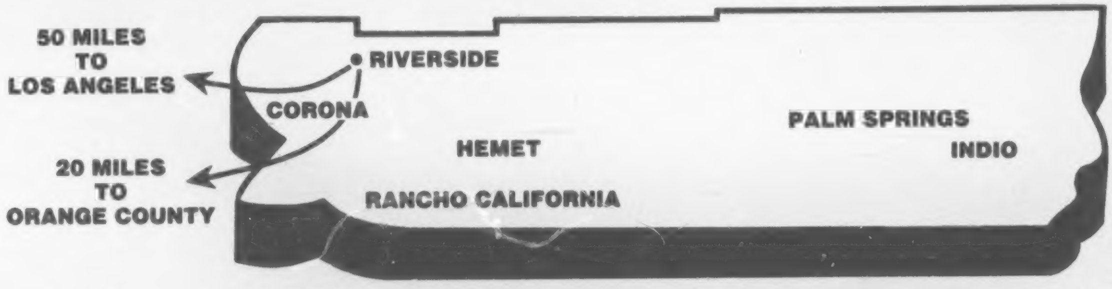
* Number represents circulation growth in Daily News market only (in northern Los Angeles and southern Ventura counties). Daily News total circulation is 153,000 daily, 165,000 Sunday. Source VAC Reports 1980; ABC Audit Reports 1981-1986.

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86 | RETAIL SALES BY STORE GROUP 19[illegible]

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OAKLAND	**1,949.2**	**.8014**	**32.7**	**11.3**	**19.6**	**21.2**	**24.3**	**753.0**	**13,458,445**	**2,678,894**	**1,260,085**	**1,625,779**	**759,940**	**3,156,381**	**524,170**
Alameda	1,217.3	.5005	32.4	12.1	20.5	20.3	24.3	477.2	8,417,531	1,616.174	862,367	954,531	459,471	2,022,674	315,809
Alameda	75.9	.0312	33.7	12.7	21.1	19.6	27.6	32.0	725,450	106,005	59,619	218,721	25,885	119,069	29,558
• Berkeley	109.2	.0449	30.9	21.2	25.5	17.9	21.5	48.3	855,292	158,750	110.159	5,455	76,294	157,272	24,810
Fremont	153.7	.0632	30.2	12.4	20.0	23.8	16.6	52.5	1,020,306	202,101	84.023	136,593	46,884	298,174	35,245
Hayward	102.8	.0423	31.6	13.2	19.6	18.9	24.5	38.5	888,264	152,478	76,746	87,996	40,976	342,890	36,291
• Livermore	54.1	.0222	30.4	9.8	19.3	24.9	16.3	18.5	292,246	81,775	24,227	3,950	10.533	89,588	17,976
• Oakland	363.5	.1495	32.9	10.9	21.5	18.1	27.4	154.7	2,263,044	444,511	254.742	158.930	126,470	577,966	81,302
San Leandro	68.0	.0280	41.0	9.6	15.5	18.4	39.2	29.3	727,012	116,417	58,230	173,455	43,396	144,870	22,113
Contra Costa	731.9	.3009	33.3	9.9	18.2	22.6	24.3	275.8	5,040,914	1,062,720	397,718	671,248	300,469	1,133,707	208,361
Antioch	48.8	.0201	29.7	10.5	20.5	20.2	19.0	17.5	323,201	68,646	29,305	58,183	6,971	73,729	16,088
Concord	108.6	.0447	31.5	11.7	20.1	22.2	20.7	41.1	1,149,518	157,816	79,049	196,432	91,881	363,790	34,523
Richmond	79.9	.0329	32.0	10.8	18.5	18.4	26.0	30.6	504,618	78,775	24,205	104,807	37,373	115,730	5,354
Walnut Creek	61.0	.0251	40.7	8.2	14.3	22.6	36.8	27.4	850,433	113,440	50,954	98,040	38,323	323,092	27,474
SUBURBAN TOTAL	1,422.4	.5848	32.9	10.7	18.9	22.0	24.0	531.5	10,047,863	1,993,858	870,957	1,457,444	546,643	2,331,555	400,082
OXNARD - VENTURA	**621.7**	**.2556**	**30.7**	**10.9**	**18.4**	**21.3**	**20.8**	**204.7**	**3,515,122**	**753,516**	**276,229**	**448,438**	**153,860**	**966,933**	**123,279**
Ventura	621.7	.2556	30.7	10.9	18.4	21.3	20.8	204.7	3,515,122	753,516	276,229	448,438	153,860	966,933	123,279
• Oxnard	129.0	.0530	28.2	12.8	19.1	18.3	18.8	39.8	710,474	128,020	55,426	115,884	33,209	198,310	22,800
Simi Valley	89.8	.0369	28.3	10.0	19.2	24.9	12.3	25.7	426,168	137,371	37,530	75,964	14,596	52,511	19,198
Thousand Oaks	98.1	.0403	31.5	10.1	18.2	26.2	17.5	32.9	856,749	147,551	60,666	112,412	36,987	299,422	28,421
• Ventura	88.3	.0363	33.5	10.5	18.8	19.8	27.5	35.0	828,261	123,141	61,437	122,457	46,668	296,970	18,469
SUBURBAN TOTAL	404.4	.1663	30.9	10.4	18.1	22.6	20.0	129.9	1,976,387	502,355	159,366	210,097	73,983	471,653	82,010
REDDING	**135.2**	**.0556**	**33.2**	**9.5**	**17.5**	**20.8**	**26.0**	**50.7**	**813,167**	**195,790**	**62,625**	**78,740**	**28,742**	**156,773**	**52,264**
Shasta	135.2	.0556	33.2	9.5	17.5	20.8	26.0	50.7	813,167	195,790	62,625	78,740	28,742	156,773	52,264
• Redding	50.7	.0208	32.5	11.9	18.6	19.3	26.0	20.4	584,821	92,749	46,612	72,505	25,770	136,103	42,097
SUBURBAN TOTAL	84.5	.0348	33.7	8.1	16.7	21.7	26.1	30.3	228,346	103,041	16,013	6,235	2,972	20,670	10,167
RIVERSIDE - SAN BERNARDINO	**2,005.4**	**.8245**	**31.9**	**10.9**	**17.6**	**18.3**	**26.3**	**724.4**	**11,242,780**	**2,552,301**	**1,130,292**	**1,307,304**	**547,631**	**2,575,919**	**364,949**
Riverside	871.8	.3584	33.9	9.9	16.5	17.7	30.5	324.1	5,152,343	1,203,397	517,259	529,738	214,033	1,295,557	166,632
• Palm Springs	31.3	.0129	46.9	7.9	13.6	17.3	46.7	15.0	412,562	67,362	62,453	31,314	16,960	97,943	14,817
• Riverside	202.2	.0831	30.1	12.8	20.2	18.3	21.7	73.0	1,532,504	248,143	123,330	247,439	74,299	489,999	38,723
San Bernardino	1,133.6	.4661	30.6	11.7	18.6	18.7	23.1	400.3	6,090,437	1,348,904	613,033	777,566	333,598	1,280,362	198,317
Chino	51.3	.0211	27.7	12.2	23.9	19.5	12.9	14.3	232,750	82,706	22,375	5,493	9,064	48,766	10,301
Ontario	115.8	.0476	28.3	11.9	22.0	16.9	18.3	39.3	647,381	138,879	54,908	48,410	21,010	202,820	15,896
Rancho Cucamonga	72.3	.0297	28.3	9.0	24.4	20.6	13.0	22.8	230,855	93,514	26,612	7,877	22,693	7,901	7,582
Redlands	54.2	.0223	32.5	11.6	17.8	19.9	25.6	20.1	385,182	60,121	37,031	63,418	18,315	126,569	6,575

RIVERSIDE COUNTY IS CALIFORNIA'S NEW GOLD RUSH



Riverside County is the fastest-growing large county in California, posting a 34% population gain since 1980, with a potential effective buying income of $21.9 billion.

THE PRESS-ENTERPRISE IS RIVERSIDE COUNTY'S NEWSPAPER

The Press-Enterprise serves all of Riverside County with seven daily editions and delivers advertisers more households than all other daily papers *combined*. Circulation, all editions, 138,856 Daily; 145,063 Sunday.

For audience and market information, contact the advertising department of The Press-Enterprise at 714/684-1200.

The Press-Enterprise

3512 Fourteenth St., Riverside, California 92501

Sources: Department of Finance, State of California • S & MM 1986 Survey of Buying Power • ABC Publisher's Statement, March 31, 1987

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• San Bernardino	143.3	.0589	31.2	12.8	18.0	17.0	26.1	53.5	1,419,548	191,185	133,165	326,430	105,521	303,717	38,457
Upland	57.3	.0236	32.5	11.1	18.2	23.0	22.5	21.6	354,936	60,098	36,690	48,984	17,964	84,201	23,805
SUBURBAN TOTAL	1,628.6	.6696	32.1	10.6	17.4	18.4	26.5	582.9	7,878,166	2,045,611	811,344	702,121	350,851	1,684,260	272,952
SACRAMENTO	**1,304.8**	**.5365**	**32.0**	**12.0**	**19.4**	**20.0**	**24.1**	**508.4**	**8,635,629**	**1,775,055**	**903,194**	**944,475**	**495,121**	**2,048,972**	**367,519**
El Dorado	112.1	.0461	33.1	9.3	21.4	20.7	25.2	42.3	540,347	150,387	65,501	18,594	19,074	77,868	40,227
Placer	146.7	.0603	34.0	9.3	17.6	22.1	26.1	55.1	1,050,008	237,916	120,079	12,140	24,974	325,694	49,028
• Roseville	31.3	.0129	32.6	10.7	16.5	18.9	27.2	12.2	398,167	61,686	32,200	1,980	9,727	182,708	18,534
Sacramento	918.9	.3778	31.9	11.9	19.5	19.8	24.1	363.6	6,424,981	1,222,777	633,516	905,125	428,527	1,493,975	241,432
• Sacramento	329.5	.1355	33.5	11.4	18.8	17.6	29.5	139.6	2,488,956	488,851	292,387	341,903	104,297	563,002	89,498
Yolo	127.1	.0523	29.4	18.5	19.5	17.9	21.3	47.4	620,293	163,975	84,098	8,616	22,546	151,435	36,832
• Davis	40.8	.0168	26.3	29.2	24.5	16.6	11.9	15.9	212,709	51,077	34,403	972	10,679	58,556	12,819
• Woodland	34.8	.0143	31.4	10.7	18.7	19.1	24.2	12.6	220,028	60,364	17,883	6,960	9,235	61,760	12,140
SUBURBAN TOTAL	868.4	.3570	31.8	11.5	19.5	21.1	22.7	328.1	5,315,769	1,113,077	526,321	592,660	361,183	1,182,946	234,528
SALINAS - SEASIDE - MONTEREY	**337.3**	**.1386**	**29.9**	**14.1**	**19.8**	**17.7**	**22.2**	**111.1**	**1,907,547**	**328,750**	**207,405**	**197,958**	**99,628**	**464,045**	**76,573**
Monterey	337.3	.1386	29.9	14.1	19.8	17.7	22.2	111.1	1,907,547	328,750	207,405	197,958	99,628	464,045	76,573
• Monterey	30.2	.0124	31.7	15.2	25.2	16.4	25.3	12.2	344,792	49,018	62,855	34,678	16,918	72,794	15,069
• Salinas	93.4	.0384	29.5	12.5	19.2	17.4	22.0	31.0	793,994	140,645	58,498	118,621	48,676	198,897	34,762
• Seaside	39.4	.0162	24.5	25.1	20.8	14.5	12.7	10.6	203,178	5,454	11,075	12,214	12,466	133,303	1,868
SUBURBAN TOTAL	174.3	.0716	31.2	12.2	19.1	18.8	23.9	57.3	565,583	133,633	74,977	32,445	21,568	59,051	24,874
SAN DIEGO	**2,217.7**	**.9118**	**31.0**	**14.7**	**19.6**	**18.4**	**23.8**	**808.8**	**14,346,841**	**2,628,585**	**1,565,628**	**1,764,532**	**851,585**	**3,642,118**	**433,949**
San Diego	2,217.7	.9118	31.0	14.7	19.6	18.4	23.8	808.8	14,346,841	2,628,585	1,565,628	1,764,532	851,585	3,642,118	433,949
Chula Vista	128.3	.0528	32.8	11.7	16.9	20.6	25.6	45.8	829,012	175,578	83,484	141,478	56,180	128,846	42,653
El Cajon	85.9	.0353	30.9	14.8	18.5	18.2	24.2	33.6	1,069,431	173,740	73,155	159,516	38,994	366,712	30,400
• Escondido	81.7	.0336	33.1	11.9	17.7	16.7	29.9	32.3	913,480	141,647	62,617	117,391	44,112	310,978	23,776
La Mesa	54.0	.0222	34.9	14.2	19.0	17.3	32.4	23.4	668,831	102,811	56,632	120,900	36,380	200,702	15,536
National City	58.3	.0240	25.9	21.3	19.6	13.9	18.2	17.4	818,343	99,457	43,999	127,700	30,355	394,576	12,545
Oceanside	97.7	.0402	31.1	15.6	17.5	15.2	28.0	37.3	520,122	89,260	71,431	107,207	23,976	97,285	14,773
• San Diego	1,035.9	.4259	30.6	16.2	20.8	18.0	22.8	385.2	6,573,977	1,128,147	842,515	810,400	498,274	1,384,355	209,355
SUBURBAN TOTAL	1,100.1	.4523	31.3	13.6	18.6	19.0	24.2	391.3	6,859,384	1,358,791	660,496	836,741	309,199	1,946,785	200,818
SAN FRANCISCO	**1,583.7**	**.6512**	**35.0**	**10.1**	**21.4**	**21.4**	**28.6**	**668.1**	**14,541,387**	**2,571,558**	**2,177,618**	**1,536,072**	**861,130**	**2,[illegible]70,346**	**459,842**
Marin	226.3	.0931	35.0	8.7	21.3	25.4	24.6	94.2	2,076,123	412,227	226,115	160,061	132,562	471,427	71,381
Novato	45.8	.0188	31.9	9.9	20.4	24.4	19.3	17.0	289,986	78,354	26,985	3,484	8,137	68,914	18,715
San Rafael	45.7	.0188	35.7	10.6	20.0	23.1	28.0	20.0	862,994	91,115	55,987	117,077	79,435	282,270	21,801
San Francisco	738.1	.3035	35.5	10.4	23.4	19.6	31.1	331.9	7,171,010	1,182,980	1,348,429	686,509	406,926	1,077,330	189,344
• San Francisco	738.1	.3035	35.5	10.4	23.4	19.6	31.1	331.8	7,171,010	1,182,980	1,348,429	686,509	406,926	1,077,330	189,344
San Mateo	619.3	.2546	34.6	10.2	19.2	22.1	27.1	242.0	5,294,254	976,351	603,074	689,502	321,642	1,221,591	199,117

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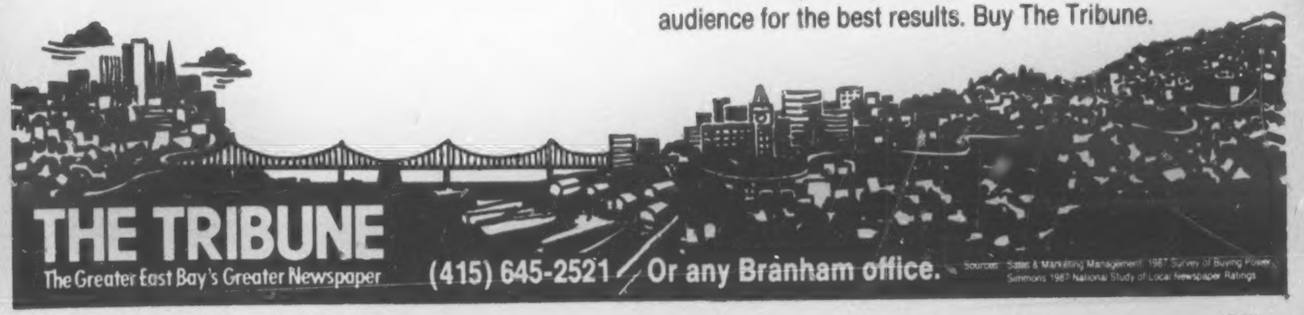

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Sources: Sales & Marketing Management 1987 Survey of Buying Power, Simmons 1987 National Study of Local Newspaper Ratings

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Daly City	83.2	.0342	32.4	11.5	20.0	21.2	23.6	29.3	677,920	78,999	67,250	166,443	67,234	120,066	28,876
Redwood City	56.9	.0234	33.9	11.1	21.2	19.5	26.1	24.2	711,916	118,633	79,092	41,867	33,787	261,449	22,813
San Mateo	82.2	.0338	37.2	9.7	18.7	20.4	32.9	35.6	883,496	141,703	93,465	185,607	46,044	109,242	48,463
South San Francisco	51.9	.0213	32.6	11.7	18.4	20.8	24.8	18.7	412,374	81,804	81,087	27,753	49,082	70,752	9,942
SUBURBAN TOTAL	845.6	.3477	34.7	9.8	19.8	23.0	26.4	336.3	7,370,377	1,388,578	829,189	849,563	454,204	1,693,018	270,498
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*5,903.2*	*2.4272*	*32.9*	*11.2*	*20.3*	*21.2*	*24.6*	*2,275.7*	*43,979,921*	*8,397,384*	*5,107,619*	*4,998,707*	*2,615,513*	*9,567,969*	*1,641,589*
SAN JOSE	1,409.1	.5794	31.2	12.3	20.1	22.2	20.2	493.7	10,350,236	1,844,899	1,068,714	1,314,221	707,024	2,452,954	385,712
Santa Clara	1,409.1	.5794	31.2	12.3	20.1	22.2	20.2	493.7	10,350,236	1,844,899	1,068,714	1,314,221	707,024	2,452,954	385,712
Mountain View	63.6	.0262	32.6	13.9	26.8	19.6	24.0	29.6	683,973	111,800	65,341	180,516	81,010	62,599	37,770
• Palo Alto	57.2	.0235	36.8	9.1	20.0	23.0	30.0	23.2	746,158	92,886	93,391	102,955	34,947	166,884	11,472
• San Jose	715.1	.2940	29.5	12.2	20.7	21.8	16.9	237.6	4,476,146	884,213	401,197	640,528	237,621	997,071	169,279
Santa Clara	91.9	.0378	31.8	15.6	21.0	20.2	23.2	34.9	971,752	125,154	94,241	67,410	114,741	355,281	40,468
Sunnyvale	113.4	.0466	33.1	12.6	20.4	22.3	23.8	45.2	901,433	116,125	109,087	69,671	34,699	348,271	21,803
SUBURBAN TOTAL	636.8	.2619	32.8	12.7	19.3	22.6	23.2	232.9	5,127,932	867,800	574,126	570,738	434,456	1,288,999	204,961
SANTA BARBARA - SANTA MARIA - LOMPOC	338.1	.1390	32.1	14.4	18.9	19.0	25.5	127.6	2,901,920	535,662	302,771	255,613	175,050	563,896	108,730
Santa Barbara	338.1	.1390	32.1	14.4	18.9	19.0	25.5	127.6	2,901,920	535,662	302,771	255,613	175,050	563,896	108,730
• Lompoc	30.9	.0127	31.2	12.0	19.2	21.5	21.1	11.4	206,023	47,030	16,695	7,841	13,552	60,360	7,087
• Santa Barbara	81.9	.0337	35.0	12.0	22.1	16.0	33.9	36.7	1,005,187	178,092	134,344	95,458	72,136	190,072	33,396
• Santa Maria	50.2	.0206	30.4	13.1	17.8	17.2	24.6	18.4	760,682	94,972	49,153	108,377	31,507	195,284	26,509
SUBURBAN TOTAL	175.1	.0720	31.1	16.2	17.7	20.5	22.6	61.1	930,028	225,568	102,579	43,937	57,855	118,180	41,738
SANTA CRUZ	223.8	.0920	32.3	12.0	22.1	17.9	26.2	85.1	1,285,236	294,470	144,047	92,747	63,798	277,440	50,578
Santa Cruz	223.8	.0920	32.3	12.0	22.1	17.9	26.2	85.1	1,285,236	294,470	144,047	92,747	63,798	277,440	50,578
• Santa Cruz	46.7	.0192	31.3	18.1	23.6	14.7	26.5	18.8	512,627	98,534	61,140	34,434	24,502	141,434	13,915
SUBURBAN TOTAL	177.1	.0728	32.6	10.4	21.6	18.7	26.2	66.3	772,609	195,936	82,907	58,313	39,296	136,006	36,663
SANTA ROSA - PETALUMA	348.6	.1433	33.5	9.5	19.8	19.5	27.5	137.7	2,183,022	487,836	214,514	232,015	121,259	424,216	110,898
Sonoma	348.6	.1433	33.5	9.5	19.8	19.5	27.5	137.7	2,183,022	487,836	214,514	232,015	121,259	424,216	110,898
• Petaluma	39.0	.0160	32.5	8.9	19.5	22.2	22.9	14.4	292,969	71,901	31,578	36,242	11,834	53,625	19,641
• Santa Rosa	97.6	.0401	34.0	9.9	19.4	18.1	30.1	41.0	973,192	185,624	96,773	180,501	74,251	127,925	53,865
SUBURBAN TOTAL	212.0	.0872	33.4	9.5	20.0	19.6	27.1	82.3	916,861	230,311	86,163	15,272	35,174	242,666	37,392
STOCKTON	423.3	.1740	32.1	11.0	17.2	18.7	26.3	156.0	2,283,819	509,925	232,635	247,120	116,671	540,399	106,928
San Joaquin	423.3	.1740	32.1	11.0	17.2	18.7	26.3	156.0	2,283,819	509,925	232,635	247,120	116,671	540,399	106,928
• Lodi	43.3	.0178	35.9	10.5	15.5	19.0	32.3	17.7	335,778	71,061	31,756	19,107	18,229	97,639	21,682
• Stockton	187.7	.0772	30.8	12.2	18.7	17.5	24.6	71.4	1,299,044	250,722	139,359	203,836	66,080	301,186	45,525
SUBURBAN TOTAL	192.3	.0790	32.7	10.1	16.1	19.7	26.6	66.9	648,997	188,142	61,520	24,177	32,362	141,574	39,721
VALLEJO - FAIRFIELD - NAPA	388.8	.1599	31.2	11.8	19.6	19.6	22.9	138.1	2,161,595	519,727	242,641	197,873	102,362	486,630	110,389
Napa	107.2	.0441	35.7	10.3	16.7	19.6	31.4	40.9	560,921	151,781	74,290	41,593	28,483	90,515	23,612
• Na[illegible]	55.8	.0229	33.6	10.1	18.2	20.2	27.3	22.3	407,202	120,831	38,205	40,363	25,370	53,519	20,213
Solano	281.6	.1158	29.8	12.4	20.7	19.6	19.7	97.2	1,600,674	367,946	168,351	156,280	73,879	396,115	86,777
• Fairfield	68.0	.0280	27.4	16.0	20.6	20.1	14.3	21.9	438,484	57,823	41,983	74,574	19,590	127,049	15,321
Vacaville	51.5	.0212	29.5	12.1	23.2	20.8	16.4	17.4	269,148	70,412	51,326	2,217	14,302	43,156	17,582
• Vallejo	92.9	.0382	31.3	11.9	19.4	17.5	25.4	33.9	640,191	138,231	46,850	71,713	32,091	190,826	41,354
SUBURBAN TOTAL	172.1	.0708	31.9	10.7	19.8	20.4	23.5	60.0	675,718	202,842	115,603	11,223	25,311	115,236	33,501
VISALIA - TULARE - PORTERVILLE	290.1	.1193	30.4	10.8	16.7	18.5	23.9	94.8	1,589,050	384,580	124,416	184,732	76,478	384,350	67,365
Tulare	290.1	.1193	30.4	10.8	16.7	18.5	23.9	94.8	1,589,050	384,580	124,416	184,732	76,478	384,350	67,365
• Porterville	24.6	.0101	31.5	11.2	18.5	17.6	25.9	8.3	288,436	74,505	21,517	20,677	7,955	70,838	21,848
• Tulare	27.2	.0112	30.0	10.9	16.6	16.7	24.9	9.3	214,997	61,027	20,724	5,370	13,055	44,118	12,836
• Visalia	61.1	.0251	30.7	11.2	19.5	19.0	22.7	22.2	733,100	122,440	56,803	145,743	44,043	202,378	22,798
SUBURBAN TOTAL	177.2	.0729	30.2	10.5	15.3	18.7	24.0	55.0	352,517	126,608	25,372	12,942	11,425	67,016	9,883
YUBA CITY	113.2	.0465	31.0	12.0	17.3	19.7	23.3	41.6	596,657	140,027	51,984	99,151	28,524	118,756	20,778
Sutter	58.4	.0240	32.4	11.0	16.1	21.2	24.7	21.7	342,581	72,546	29,649	54,950	18,608	71,401	8,776
• Yuba City	20.9	.0086	31.0	14.5	19.1	17.3	25.1	9.0	312,071	62,439	27,786	51,954	16,716	69,667	8,628
Yuba	54.8	.0225	29.6	13.1	18.3	18.1	22.0	19.9	254,076	67,481	22,335	44,201	9,916	47,355	12,002
SUBURBAN TOTAL	92.3	.0379	31.0	11.5	16.7	20.3	23.0	32.6	284,586	77,588	24,198	47,197	11,808	49,089	12,150
OTHER COUNTIES															
Alpine	1.3	.0005	29.7	16.3	20.4	22.4	16.9	.4	4,186	358	2,209	756			
Amador	25.1	.0103	38.9	9.4	14.4	19.0	36.4	10.1	167,289	44,522	10,516	2,843	4,517	60,647	4,949

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POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

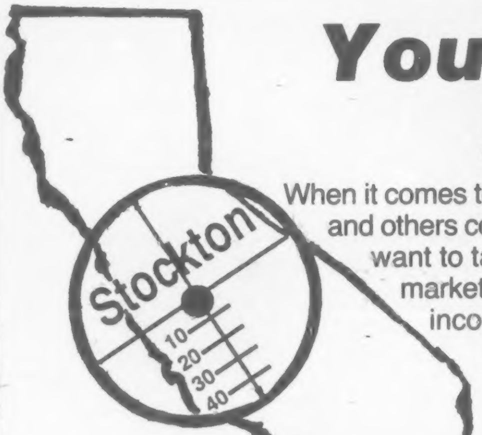
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Calaveras	27.8	.0114	38.5	7.2	15.6	19.6	35.5	11.0	109,985	34,955	8,702	5,879	5,124	12,260	3,017
Colusa	14.7	.0061	33.9	9.3	15.8	18.4	29.8	5.4	62,382	17,704	6,725	463	1,358	14,584	2,781
Del Norte	19.0	.0078	33.0	9.8	17.2	18.2	28.4	7.5	94,058	30,064	11,668	4,236	5,113	12,950	5,215
Glenn	23.6	.0097	33.5	9.5	15.5	18.8	28.9	8.6	109,068	29,348	11,765	3,275	3,270	19,653	2,738
Humboldt	115.2	.0474	31.2	13.7	21.0	18.1	23.9	45.6	767,115	211,969	65,474	37,064	28,624	143,311	44,775
Imperial	107.3	.0441	29.0	11.2	15.6	17.8	22.8	32.5	556,299	168,330	35,026	64,169	18,373	111,080	27,728
Inyo	18.8	.0077	37.3	7.8	15.4	19.7	33.7	7.7	182,200	42,025	20,629	3,831	5,179	31,760	4,052
Kings	85.3	.0350	28.7	12.8	17.4	18.7	20.4	27.7	327,217	71,850	34,818	26,825	14,879	83,057	19,865
Lake	51.2	.0211	43.9	6.3	13.6	15.8	44.2	21.6	216,031	84,186	14,014	12,865	4,261	36,955	17,780
Lassen	25.3	.0104	30.7	14.0	21.1	18.6	22.2	8.1	118,679	43,205	12,085	4,278	3,317	19,448	4,247
Madera	77.2	.0317	31.2	9.3	17.5	18.7	24.7	26.2	299,822	96,312	27,410	8,586	9,018	56,970	18,338
Mariposa	14.2	.0058	37.1	9.7	16.2	19.2	33.8	5.4	54,941	19,325	5,017		437	780	668
Mendocino	76.0	.0313	33.0	8.5	19.7	19.7	26.4	29.3	468,062	142,133	48,526	21,502	17,276	86,666	28,389
Modoc	9.4	.0038	35.5	7.0	16.4	19.4	31.3	3.6	37,949	10,931	4,447	687	245	6,285	1,100
Mono	9.3	.0039	29.2	16.5	28.4	19.2	14.3	3.9	87,484	23,990	24,098	1,129	3,304	1,806	527
Nevada	70.9	.0292	36.3	7.0	18.4	18.9	33.0	27.7	391,045	106,946	32,901	16,040	16,346	61,047	24,331
Plumas	20.1	.0083	34.2	8.3	18.6	19.6	28.9	8.0	100,723	26,308	7,741	9,579	1,502	20,568	4,131
San Benito	31.9	.0132	30.6	10.0	16.9	18.6	24.0	10.5	119,783	41,131	10,255	1,846	3,283	27,393	3,332
San Luis Obispo	193.9	.0798	32.2	16.3	19.1	16.4	28.2	72.5	1,064,423	255,847	153,928	50,047	48,802	204,883	47,633
Sierra	3.4	.0014	35.4	7.5	20.1	19.5	31.1	1.5	9,655	3,121	1,956		190	1,322	521
Siskiyou	44.1	.0181	34.0	8.5	18.0	19.0	29.3	17.2	211,540	70,806	22,224	4,775	7,488	24,949	18,467
Tehama	45.6	.0188	35.6	8.8	15.0	19.7	31.0	17.7	282,653	77,581	21,858	18,495	6,829	49,650	11,425
Trinity	14.0	.0057	34.1	6.8	18.8	20.5	27.9	5.5	48,780	17,068	5,536	2,656	1,911	1,511	2,809
Tuolumne	42.6	.0175	34.5	9.3	18.9	18.7	30.5	16.1	185,862	61,274	21,175	711	5,294	24,517	14,484
TOTAL METRO COUNTIES	**25,913.6**	**10.6546**	**32.0**	**11.9**	**19.2**	**20.0**	**24.2**	**9,545.3**	**171,366,651**	**33,711,133**	**18,420,880**	**19,195,455**	**10,141,531**	**39,929,050**	**6,088,205**
TOTAL STATE	**27,080.6**	**11.1346**	**32.0**	**11.9**	**19.2**	**19.9**	**24.3**	**9,976.6**	**177,443,882**	**35,442,422**	**19,041,583**	**19,497,992**	**10,357,471**	**41,043,102**	**6,401,507**

CAL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANAHEIM - SANTA ANA	**34,579,535**	**35,181**	**16.0**	**24.1**	**20.0**	**30.3**	**1.0864**
Orange	34,579,535	35,181	16.0	24.1	20.0	30.3	1.0864
• Anaheim	3,529,152	31,162	18.6	26.7	19.3	24.2	.1170
Buena Park	960,838	35,101	15.1	25.8	23.6	26.7	.0356
Costa Mesa	1,393,704	30,508	18.9	27.3	18.6	23.5	.0606
Cypress	674,778	43,192	10.4	20.8	23.6	39.2	.0183
Fountain Valley	866,399	46,502	9.1	18.8	24.4	44.1	.0262
Fullerton	1,847,124	33,346	16.9	24.8	18.1	29.4	.0572
Garden Grove	1,870,876	33,604	16.4	26.1	22.2	25.3	.0597
Huntington Beach	3,090,555	37,468	14.3	23.8	20.9	33.1	.0925
Irvine	1,751,380	48,161	7.9	19.7	21.7	47.1	.0487
La Habra	736,099	32,598	17.0	26.7	20.3	25.5	.0229
Newport Beach	1,800,963	41,498	13.7	20.1	15.0	41.7	.0532
Orange	1,522,842	34,545	16.7	23.7	20.2	29.1	.0549
• Santa Ana	2,605,627	28,490	20.5	28.0	20.0	18.1	.0965
Westminster	1,110,100	36,153	15.1	23.8	22.6	29.4	.0394
SUBURBAN TOTAL	28,444,756	36,760	15.1	23.4	20.0	32.7	.8729
BAKERSFIELD	**6,157,232**	**25,870**	**22.3**	**25.8**	**17.2**	**18.1**	**.2005**



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*CA Dept. of Finance, Center for Cont. Study of CA Economy

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Kern	6,157,232	25,870	22.3	25.8	17.2	18.1	.2005
• Bakersfield	2,168,645	29,020	19.5	25.0	18.8	21.3	.0807
SUBURBAN TOTAL	3,988,587	24,517	23.6	26.2	16.4	16.5	.1198
CHICO	**1,885,895**	**19,152**	**28.1**	**25.8**	**12.3**	**9.9**	**.0659**
Butte	1,885,895	19,152	28.1	25.8	12.3	9.9	.0659
• Chico	316,454	15,963	26.7	22.8	10.9	7.7	.0165
SUBURBAN TOTAL	1,569,441	19,765	28.6	26.4	12.6	10.4	.0494
FRESNO	**7,105,821**	**23,959**	**23.9**	**26.2**	**15.7**	**16.3**	**.2334**
Fresno	7,105,821	23,959	23.9	26.2	15.7	16.3	.2334
• Fresno	3,444,416	22,530	24.4	25.3	15.7	14.2	.1243
SUBURBAN TOTAL	3,661,405	25,732	23.3	26.9	15.8	18.6	.1091
LOS ANGELES - LONG BEACH	**114,134,025**	**27,017**	**20.8**	**24.6**	**16.3**	**21.4**	**3.6907**
Los Angeles	114,134,025	27,017	20.8	24.6	16.3	21.4	3.6907
Alhambra	980,696	25,315	23.1	27.5	17.5	16.0	.0332
Arcadia	961,018	37,799	15.7	20.6	16.9	36.8	.0313
Baldwin Park	520,339	25,868	20.7	32.5	18.7	11.7	.0166
Bellflower	796,325	26,438	21.0	27.7	19.7	15.0	.0270
• Burbank	1,444,824	28,337	20.5	26.9	17.5	21.5	.0448
Carson	1,096,578	37,423	13.9	23.6	24.6	29.7	.0381
Cerritos	853,670	48,170	5.9	17.6	27.4	46.1	.0361
Compton	691,224	21,289	24.4	25.5	14.9	12.3	.0243
Downey	1,363,095	31,105	19.3	26.8	18.9	24.0	.0499
El Monte	828,024	22,059	25.7	28.2	15.9	10.5	.0337
Gardena	680,884	28,769	19.1	28.7	18.8	19.5	.0259
Glendale	2,488,313	26,500	21.5	26.0	15.2	21.2	.0810
Hawthorne	865,973	27,382	22.1	28.5	19.2	17.5	.0280
Huntington Park	420,351	18,265	29.2	27.1	10.5	7.9	.0169
Inglewood	1,231,474	23,216	23.4	28.1	15.1	14.3	.0410
Lakewood	1,140,291	36,480	13.2	25.7	26.4	26.7	.0388
La Mirada	598,830	40,585	9.5	23.7	26.5	33.8	.0189
Lancaster	814,746	31,448	16.5	26.4	20.2	23.0	.0294
• Long Beach	5,693,211	23,754	22.7	24.7	15.6	17.0	.1740
• Los Angeles	45,168,429	23,657	22.8	23.5	14.0	19.5	1.4503
Lynwood	470,896	23,295	22.8	28.5	17.9	11.0	.0166

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Montebello	720,263	27,477	19.9	27.2	16.3	20.6	.0236
Monterey Park	809,765	30,515	18.2	26.2	18.6	23.8	.0250
Norwalk	982,146	30,427	17.5	30.0	21.9	19.0	.0333
• Pasadena	1,998,068	24,685	22.4	23.7	14.0	21.1	.0699
Pico Rivera	602,980	29,003	19.4	30.0	20.6	17.7	.0195
• Pomona	1,170,532	24,525	22.7	27.5	17.5	14.2	.0422
Redondo Beach	1,177,799	34,737	15.4	25.8	21.5	28.1	.0330
Rosemead	474,917	24,638	23.6	27.5	18.2	14.5	.0167
Santa Monica	1,813,033	26,016	21.9	26.2	15.0	20.7	.0647
South Gate	795,018	22,484	25.0	28.0	16.8	10.9	.0265
Torrance	2,462,740	37,804	14.0	23.1	20.5	33.8	.0891
West Covina	1,397,201	37,445	13.0	25.4	23.6	30.8	.0476
Whittier	1,181,316	30,404	18.8	25.0	17.6	24.8	.0398
SUBURBAN TOTAL	58,653,961	30,169	18.9	25.3	18.4	23.7	1.9095
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***182,159,980***	***28,416***	***20.2***	***24.8***	***17.2***	***22.4***	***5.8540***
MERCED	**1,632,791**	**20,786**	**28.0**	**27.3**	**13.6**	**11.0**	**.0577**
Merced	1,632,791	20,786	28.0	27.3	13.6	11.0	.0577
• Merced	504,612	20,071	26.6	25.5	14.1	10.6	.0223
SUBURBAN TOTAL	1,128,179	21,079	28.6	28.2	13.4	11.2	.0354
MODESTO	**3,462,073**	**22,984**	**24.5**	**27.6**	**15.7**	**13.1**	**.1206**
Stanislaus	3,462,073	22,984	24.5	27.6	15.7	13.1	.1206
• Modesto	1,588,406	25,445	22.5	29.6	17.2	14.5	.0609
• Turlock	369,672	20,981	25.2	25.6	15.6	10.8	.0139
SUBURBAN TOTAL	1,503,995	21,242	26.3	26.1	14.3	12.3	.0458
OAKLAND	**31,332,999**	**32,670**	**16.8**	**22.6**	**18.7**	**27.7**	**.9591**
Alameda	18,332,223	29,756	18.3	23.5	18.4	23.6	.5785
Alameda	1,258,272	29,008	20.7	26.5	17.8	22.8	.0421
• Berkeley	1,648,189	21,501	23.2	22.3	12.1	18.4	.0540
Fremont	2,448,863	40,294	11.8	21.7	25.9	33.7	.0744
Hayward	1,481,788	31,887	16.9	27.0	20.8	23.3	.0514
• Livermore	838,494	39,699	11.5	22.1	26.3	32.2	.0245
• Oakland	4,977,627	21,960	22.1	23.2	14.0	16.5	.1594
San Leandro	1,130,072	30,996	18.7	26.3	20.2	22.9	.0393

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Source: "Study of Media & Markets," Simmons Market Research Bureau, Inc. 1985-86

CAL. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000-$19,999
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(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Contra Costa	13,000,776	37,820	14.2	21.2	19.2	34.8	.3806
Antioch	701,785	34,460	15.8	23.7	23.8	25.1	.0224
Concord	1,805,852	37,172	14.3	23.6	21.0	32.4	.0626
Richmond	1,037,279	25,690	20.5	24.3	16.9	18.8	.0342
Walnut Creek	1,397,619	40,810	14.2	20.8	16.5	40.3	.0457
SUBURBAN TOTAL	23,868,689	36,334	14.9	22.5	20.3	31.7	.7212
OXNARD - VENTURA	**9,098,441**	**35,502**	**16.3**	**23.5**	**20.4**	**30.4**	**.2751**
Ventura	9,098,441	35,502	16.3	23.5	20.4	30.4	.2751
• Oxnard	1,516,380	29,356	20.6	28.0	19.3	21.0	.0505
Simi Valley	1,303,581	45,450	8.8	17.7	26.7	41.8	.0379
Thousand Oaks	1,737,120	44,963	11.1	19.7	20.7	42.8	.0546
• Ventura	1,405,110	31,372	18.6	25.0	18.5	25.7	.0477
SUBURBAN TOTAL	6,176,951	38,816	14.4	21.7	21.3	34.5	.1769
REDDING	**1,372,172**	**19,585**	**28.4**	**26.3**	**13.4**	**9.3**	**.0506**
Shasta	1,372,172	19,585	28.4	26.3	13.4	9.3	.0506
• Redding	562,326	19,631	28.6	25.4	14.0	9.7	.0255
SUBURBAN TOTAL	809,846	19,553	28.3	27.0	12.9	9.0	.0251
RIVERSIDE - SAN BERNARDINO	**24,347,979**	**25,165**	**23.1**	**26.5**	**17.3**	**16.2**	**.8018**
Riverside	10,606,082	23,481	25.0	26.4	15.9	15.1	.3543
• Palm Springs	551,235	22,703	26.3	22.2	13.4	19.6	.0202

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CAL. (cont.)

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SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Riverside	2,516,967	26,569	21.8	26.6	18.2	17.6	.0900
San Bernardino	13,741,897	26,629	21.6	26.5	18.5	17.0	.4475
Chino	598,226	35,887	12.3	25.9	28.5	23.4	.0190
Ontario	1,360,645	29,144	19.1	28.9	21.6	16.9	.0455
Rancho Cucamonga	992,894	37,346	12.1	26.4	28.6	26.3	.0273
Redlands	781,166	29,482	17.8	25.1	17.6	23.4	.0254
• San Bernardino	1,599,864	21,609	24.5	25.9	15.3	12.1	.0675
Upland	896,638	32,467	16.2	25.5	19.6	26.3	.0270
SUBURBAN TOTAL	19,679,913	25,405	23.1	26.5	17.5	16.3	.6241
SACRAMENTO	**17,821,233**	**26,609**	**21.7**	**25.8**	**17.9**	**18.4**	**.5817**
El Dorado	1,422,562	25,838	23.2	28.9	17.7	15.6	.0440
Placer	1,984,601	27,667	21.3	25.4	18.3	19.6	.0667
• Roseville	408,358	26,552	22.9	25.5	18.7	17.0	.0175
Sacramento	12,869,941	27,070	21.3	25.8	18.2	18.9	.4220
• Sacramento	4,446,260	22,676	23.4	24.1	15.4	15.7	.1522
Yolo	1,544,129	22,650	23.9	23.8	15.5	15.8	.0490
• Davis	517,084	21,833	23.7	21.3	14.6	17.5	.0164
• Woodland	440,824	27,044	20.5	27.9	19.0	16.3	.0147
SUBURBAN TOTAL	12,008,707	28,491	20.9	26.7	19.1	19.7	.3809
SALINAS - SEASIDE - MONTEREY	**4,259,390**	**27,566**	**21.6**	**28.2**	**17.5**	**19.2**	**.1379**
Monterey	4,259,390	27,566	21.6	28.2	17.5	19.2	.1379
• Monterey	460,001	27,586	21.1	29.0	17.5	19.1	.0172
• Salinas	1,066,586	26,651	21.7	28.4	18.5	16.5	.0417
• Seaside	390,250	23,089	27.4	31.7	14.4	11.7	.0139
SUBURBAN TOTAL	2,342,553	29,049	20.7	27.1	17.6	22.2	.0651
SAN DIEGO	**31,678,473**	**27,773**	**21.5**	**25.8**	**17.1**	**21.5**	**1.0051**
San Diego	31,678,473	27,773	21.5	25.8	17.1	21.5	1.0051
Chula Vista	1,703,439	29,421	19.7	26.1	19.1	21.7	.0560
El Cajon	1,120,896	24,497	24.0	26.7	16.5	16.2	.0476
• Escondido	1,080,758	24,997	24.8	26.6	17.6	16.0	.0434
La Mesa	851,503	27,259	22.5	26.3	18.6	18.8	.0323
National City	564,908	19,903	28.9	28.8	11.7	9.3	.0309
Oceanside	1,272,117	24,700	26.8	27.6	16.2	16.8	.0399
• San Diego	14,964,250	26,561	22.0	25.7	16.2	20.7	.4697
SUBURBAN TOTAL	15,633,465	29,180	20.7	25.8	18.0	22.8	.4920
SAN FRANCISCO	**29,040,420**	**32,092**	**17.5**	**23.6**	**17.5**	**28.1**	**.9128**
Marin	5,083,628	40,919	13.3	20.5	17.3	40.4	.1461
Novato	857,072	41,253	13.4	21.3	19.8	39.1	.0240
San Rafael	975,140	35,831	16.3	21.8	16.0	35.0	.0377
San Francisco	12,777,221	26,539	20.3	24.4	15.5	22.0	.4207
• San Francisco	12,777,221	26,539	20.3	24.4	15.5	22.0	.4207
San Mateo	11,179,571	36,257	15.4	23.7	20.3	31.7	.3460
Daly City	1,202,384	33,981	16.6	26.1	22.1	26.1	.0408
Redwood City	958,054	30,462	19	25.2	18.2	25.0	.0352
San Mateo	1,561,024	34,914	15.8	25.2	20.7	29.1	.0509
South San Francisco	776,031	35,639	14.3	24.6	24.4	26.9	.0257
SUBURBAN TOTAL	16,263,199	37,406	14.7	22.8	19.6	34.1	.4921
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***96,795,895***	***32,892***	***17.0***	***22.5***	***18.8***	***27.9***	***3.0824***
SAN JOSE	**22,888,039**	**37,517**	**14.2**	**22.9**	**20.7**	**33.2**	**.7100**
Santa Clara	22,888,039	37,517	14.2	22.9	20.7	33.2	.7100
Mountain View	1,200,783	32,091	16.9	29.4	20.1	24.2	.0393
• Palo Alto	1,203,523	39,753	14.2	21.2	17.6	38.4	.0400
• San Jose	10,409,256	36,736	14.5	22.8	21.9	31.0	.3243
Santa Clara	1,496,023	35,449	15.2	25.2	21.5	29.3	.0524
Sunnyvale	2,061,708	37,597	13.9	25.1	20.5	33.6	.0622
SUBURBAN TOTAL	11,275,260	38,203	13.9	23.2	19.6	35.1	.3457
SANTA BARBARA - SANTA MARIA - LOMPOC	**5,078,962**	**28,687**	**21.0**	**24.8**	**17.3**	**23.1**	**.1720**
Santa Barbara	5,078,962	28,687	21.0	24.8	17.3	23.1	.1720
• Lompoc	401,098	26,939	22.2	24.3	20.3	16.8	.0135
• Santa Barbara	1,330,412	24,484	24.1	26.0	14.1	19.3	.0495
• Santa Maria	618,093	26,244	22.1	27.2	19.9	15.3	.0300
SUBURBAN TOTAL	2,729,359	32,878	18.5	23.5	17.9	28.8	.0790
SANTA CRUZ	**3,281,487**	**27,810**	**21.0**	**23.8**	**17.0**	**22.5**	**.0996**
Santa Cruz	3,281,487	27,810	21.0	23.8	17.0	22.5	.0996

Make Waves In Southern California.

If you want to make waves in the competitive Southern California marketplace, San Diego is a must. Because with a population of over a million, San Diego ranks as the second largest city in the West. And with $28.8 billion worth of purchasing power, San Diegans are ready to buy. The best way, the only effective way to reach them is through The San Diego Union and The Tribune.

You can reach 54 percent of all San Diego adults in just one daily combination of The San Diego Union and The Tribune. Even better, you can reach 85 percent of the $35,000+ households in a five-issue campaign.* What's more, you'll extend your reach even further whenever The San Diego Union and The Tribune publish special sections.

Superbowl Sections Coming in 1988.

Your reach can be increased significantly when all eyes are on San Diego during Superbowl week in 1988. The San Diego Union and The Tribune will be publishing special Superbowl sections. These supplements will give you the opportunity to gain additional exposure among an estimated 100,000 visitors.

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THE TRIBUNE
North County growth ahead of schedule
The San Diego Union
City Mayor calls special session

The San Diego Union
THE TRIBUNE

REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER *1985 Simmons-Scarborough Study

CAL. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
• Santa Cruz	651,627	23,256	23.2	22.8	15.4	18.0	.0252
SUBURBAN TOTAL	2,629,860	29,106	20.4	24.2	17.4	23.8	.0744
SANTA ROSA - PETALUMA	**5,151,191**	**28,813**	**20.1**	**25.2**	**18.9**	**21.3**	**.1595**
Sonoma	5,151,191	28,813	20.1	25.2	18.9	21.3	.1595
• Petaluma	570,902	34,345	16.2	22.5	23.9	25.0	.0187
• Santa Rosa	1,515,073	28,386	20.6	26.0	18.6	20.6	.0532
SUBURBAN TOTAL	3,065,216	28,163	20.6	25.3	18.1	21.0	.0876
STOCKTON	**5,016,386**	**23,886**	**22.9**	**26.1**	**16.8**	**14.7**	**.1653**
San Joaquin	5,016,386	23,886	22.9	26.1	16.8	14.7	.1653
• Lodi	569,303	24,103	23.2	25.7	16.7	15.4	.0199
• Stockton	2,160,564	22,096	23.7	24.9	16.0	13.1	.0781
SUBURBAN TOTAL	2,286,519	25,867	21.9	27.2	17.7	16.3	.0673

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- Suburban counties account for more than 80 percent of Bay Area sales in almost every product category.
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CAL. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
VALLEJO - FAIRFIELD - NAPA	**5,101,759**	**29,056**	**20.2**	**26.4**	**20.3**	**19.3**	**.1614**
Napa	1,728,063	32,030	18.4	23.7	16.9	26.6	.0492
● Napa	898,779	32,522	18.1	23.5	20.4	25.8	.0279
Solano	3,373,696	28,044	20.9	27.6	20.9	16.2	.1122
● Fairfield	761,441	26,466	24.8	26.9	19.6	15.6	.0273
Vacaville	619,701	30,347	17.7	29.5	23.9	16.1	.0201
● Vallejo	1,097,479	25,768	21.7	27.8	19.3	14.2	.0391
SUBURBAN TOTAL	2,344,060	30,800	18.4	26.5	21.1	21.2	.0671
VISALIA - TULARE - PORTERVILLE	**2,435,219**	**18,022**	**30.7**	**25.7**	**11.5**	**7.8**	**.0969**
Tulare	2,435,219	18,022	30.7	25.7	11.5	7.8	.0969
● Porterville	204,255	17,500	28.6	25.4	12.5	6.0	.0113
● Tulare	227,813	17,741	30.1	26.5	11.0	6.6	.0104
● Visalia	629,925	21,124	26.7	27.5	15.1	9.8	.0305
SUBURBAN TOTAL	1,373,226	17,129	32.9	24.8	9.9	7.4	.0447
YUBA CITY	**1,161,120**	**19,636**	**29.1**	**25.5**	**13.4**	**10.2**	**.0408**
Sutter	632,911	20,876	27.3	25.4	14.8	11.7	.0223
● Yuba City	224,496	18,030	30.0	26.0	11.0	8.0	.0118
Yuba	528,209	18,510	31.0	25.6	11.8	8.6	.0185
SUBURBAN TOTAL	936,624	20,090	28.8	25.4	14.0	10.8	.0290
OTHER COUNTIES							
Alpine	11,800	19,900	23.7	25.3	8.0	16.5	.0004
Amador	299,243	22,505	25.9	28.0	17.2	10.5	.0105
Calaveras	313,901	21,156	27.5	29.0	13.0	10.7	.0097
Colusa	164,363	21,423	26.1	26.7	12.4	14.4	.0053
Del Norte	172,510	16,746	29.5	26.4	9.8	5.8	.0064
Glenn	273,522	23,323	24.3	28.3	15.0	14.4	.0088
Humboldt	1,351,924	21,839	25.0	26.4	14.8	12.5	.0477
Imperial	947,555	20,447	27.8	26.2	13.6	11.4	.0360
Inyo	216,399	21,124	25.4	26.5	15.5	10.4	.0089
Kings	823,141	21,209	27.8	27.6	14.4	10.9	.0275
Lake	521,055	16,039	32.0	21.6	10.5	7.7	.0174
Lassen	226,072	20,785	28.9	29.3	14.8	7.8	.0083
Madera	846,102	23,520	24.4	25.5	16.8	14.6	.0266
Mariposa	158,254	19,477	29.8	25.8	14.3	8.7	.0049
Mendocino	869,916	22,273	24.8	28.5	15.1	11.2	.0303
Modoc	90,236	17,390	29.7	24.6	11.7	7.4	.0030
Mono	142,725	27,137	24.5	28.5	16.4	18.2	.0049
Nevada	896,841	24,312	24.2	27.0	16.9	15.1	.0289
Plumas	222,621	21,201	27.9	29.3	14.6	9.1	.0074
San Benito	353,871	26,230	22.8	29.5	18.4	15.0	.0109
San Luis Obispo	2,360,440	22,996	25.5	25.8	16.1	14.7	.0772
Sierra	41,329	20,875	23.7	26.1	15.8	10.0	.0012
Siskiyou	465,267	20,510	26.4	29.0	14.2	8.0	.0157
Tehama	456,885	19,272	26.5	28.4	11.9	7.9	.0173
Trinity	147,214	20,504	27.7	30.1	12.1	9.0	.0046
Tuolumne	415,301	18,521	31.0	26.3	12.7	7.1	.0143
TOTAL METRO COUNTIES	**368,022,642**	**28,578**	**20.1**	**24.9**	**17.4**	**22.5**	**11.7848**
TOTAL STATE	**380,811,129**	**28,227**	**20.4**	**24.8**	**17.3**	**22.1**	**12.2189**

COLORADO

COLO.
S&MM ESTIMATES

POPULATION—12/31/86 · RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOULDER - LONGMONT	**217.6**	**.0894**	**29.4**	**16.8**	**23.8**	**20.3**	**16.3**	**85.0**	**1,621,330**	**370,719**	**193,270**	**158,040**	**109,330**	**320,223**	**35,164**
Boulder	217.6	.0894	29.4	16.8	23.8	20.3	16.3	85.0	1,621,330	370,719	193,270	158,040	109,330	320,223	35,164
● Boulder	80.2	.0330	28.0	26.7	25.0	16.8	15.6	32.2	917,613	162,591	119,420	119,977	75,938	178,456	16,030
● Longmont	50.9	.0209	30.2	10.6	22.0	19.9	19.5	19.7	395,119	105,290	37,361	34,313	19,391	88,977	12,574
SUBURBAN TOTAL	86.5	.0355	30.4	11.2	24.0	23.8	15.1	33.1	308,598	102,838	36,489	3,750	14,001	52,790	6,560
COLORADO SPRINGS	**372.0**	**.1529**	**28.9**	**15.5**	**19.8**	**20.0**	**17.9**	**138.7**	**2,339,949**	**441,163**	**246,186**	**320,847**	**123,100**	**512,813**	**36,618**
El Paso	372.0	.1529	28.9	15.5	19.8	20.0	17.9	138.7	2,339,949	441,163	246,186	320,847	123,100	512,813	36,618
● Colorado Springs	264.6	.1088	30.2	13.8	20.0	20.0	20.4	106.2	2,119,030	394,605	212,869	284,601	116,466	503,308	34,242
SUBURBAN TOTAL	107.4	.0441	25.5	19.9	19.1	20.2	11.8	32.5	220,919	46,558	33,317	36,246	6,634	9,505	2,376
DENVER	**1,649.4**	**.6782**	**30.9**	**11.3**	**21.8**	**21.0**	**20.1**	**664.1**	**11,941,172**	**2,460,270**	**1,411,129**	**1,472,048**	**791,147**	**2,292,588**	**270,533**
Adams	282.9	.1163	28.7	12.9	20.7	20.2	16.7	103.8	1,795,284	455,720	149,614	253,685	110,507	313,941	47,162
Thornton	48.5	.0199	27.3	12.0	25.9	17.4	12.7	16.7	397,518	78,149	26,951	73,045	13,699	127,505	8,270
Westminster	63.2	.0260	27.8	11.7	27.7	[illegible]	11.1	22.1	257,892	75,129	28,797	45,855	17,488	7,118	9,169
Arapahoe	387.5	.1594	30.6	10.1	22.2	23.7	16.7	152.1	3,009,656	489,809	286,059	495,058	159,966	766,199	50,099
Aurora	208.3	.0856	29.4	11.4	26.0	20.9	14.6	78.9	1,440,067	334,928	142,519	273,066	79,434	230,998	22,844
Denver	508.0	.2089	32.2	12.9	23.0	16.6	26.9	232.5	3,947,646	732,292	655,092	339,892	333,564	492,773	90,527
● Denver	508.0	.2089	32.2	12.9	23.0	16.6	26.9	232.5	3,947,646	732,292	655,092	339,892	333,564	492,773	90,527
Douglas	39.5	.0162	31.7	6.5	18.5	28.9	15.0	12.8	96,105	34,023	9,235	177	2,863	12,588	2,233
Jefferson	431.5	.1774	31.0	10.0	21.3	23.6	17.8	162.9	3,092,481	748,426	311,129	383,236	184,247	707,087	80,512
Arvada	94.6	.0389	30.1	10.0	20.3	24.6	15.4	34.0	407,102	150,603	45,264	37,304	19,909	35,113	9,365
Lakewood	123.9	.0509	32.8	10.8	18.3	24.7	21.3	48.6	1,483,923	192,137	136,021	244,922	92,178	528,300	27,789
SUBURBAN TOTAL	1,141.4	.4693	30.3	10.7	21.3	23.0	17.0	431.6	7,993,526	1,727,978	756,037	1,132,156	457,583	1,799,815	180,006
DENVER - BOULDER CONSOLIDATED AREA	***1,867.0***	***.7676***	***30.7***	***12.0***	***22.0***	***20.9***	***19.7***	***749.1***	***13,562,502***	***2,830,989***	***1,604,399***	***1,630,088***	***900,477***	***2,612,811***	***305,697***
FORT COLLINS - LOVELAND	**181.1**	**.0745**	**29.2**	**17.1**	**22.1**	**18.4**	**18.8**	**69.3**	**1,031,295**	**230,076**	**102,133**	**130,707**	**55,158**	**198,505**	**19,214**
Larimer	181.1	.0745	29.2	17.1	22.1	18.4	18.8	69.3	1,031,295	230,076	102,133	130,707	55,158	198,505	19,214
● Fort Collins	77.0	.0317	26.7	26.4	22.9	15.2	15.9	29.4	659,516	144,206	63,436	103,565	40,251	117,022	10,801
● Loveland	37.0	.0152	31.7	10.2	20.5	19.3	23.8	14.6	245,568	55,458	18,767	19,196	8,586	63,265	6,704
SUBURBAN TOTAL	67.1	.0276	30.9	10.3	21.8	21.6	19.6	25.3	126,211	30,412	19,930	7,946	6,321	18,218	1,709
GREELEY	**137.8**	**.0566**	**29.2**	**14.8**	**19.0**	**18.7**	**20.2**	**50.5**	**614,796**	**149,672**	**60,022**	**72,060**	**27,893**	**143,707**	**16,070**
Weld	137.8	.0566	29.2	14.8	19.0	18.7	20.2	50.5	614,796	149,672	60,022	72,060	27,893	143,707	16,070
● Greeley	57.4	.0236	28.1	20.4	19.9	15.9	20.5	22.2	443,434	107,153	35,492	69,962	21,433	106,333	12,869
SUBURBAN TOTAL	80.4	.0330	29.9	10.7	18.4	20.7	20.0	28.3	171,362	42,519	24,530	2,098	6,460	37,374	3,201
PUEBLO	**125.3**	**.0516**	**32.3**	**10.9**	**16.7**	**18.3**	**27.2**	**48.1**	**649,143**	**163,141**	**67,802**	**105,938**	**37,186**	**104,295**	**18,722**
Pueblo	125.3	.0516	32.3	10.9	16.7	18.3	27.2	48.1	649,143	163,141	67,802	105,938	37,186	104,295	18,722
● Pueblo	100.2	.0412	32.4	11.3	16.8	17.3	28.3	39.3	604,532	149,756	64,302	101,754	35,930	100,740	17,237
SUBURBAN TOTAL	25.1	.0104	32.0	9.2	15.9	22.2	23.1	8.8	44,611	13,385	3,500	4,184	1,256	3,555	1,485
OTHER COUNTIES															
Alamosa	12.4	.0051	28.0	17.0	17.7	17.2	20.4	4.5	100,960	27,488	3,730	8,260	4,481	18,335	4,099
Archuleta	4.6	.0018	32.1	7.6	17.8	20.1	24.8	1.9	37,078	8,602	2,853		378	3,648	942
Baca	5.2	.0022	34.9	8.7	14.9	18.6	31.3	1.9	36,191	3,669	1,943	985	157	8,683	773

COLO. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Bent	5.8	.0024	35.4	7.8	14.6	18.0	32.5	2.0	18,327	6,627	443	934	77	5,551	1,256
Chaffee	13.3	.0055	32.0	11.8	18.2	19.0	25.5	5.1	82,867	24,466	6,372	6,084	1,507	14,260	1,681
Cheyenne	2.4	.0010	34.3	8.1	15.8	15.5	33.4	1.0	8,901	2,904	1,436		319	1,915	181
Clear Creek	7.3	.0030	30.0	9.8	29.1	19.7	15.8	3.0	33,476	7,889	10,971	599	205	2,846	970
Conejos	8.1	.0033	29.3	9.6	14.4	17.4	24.4	2.7	15,218	6,298	335	1,950	132	206	1,830
Costilla	3.7	.0016	33.8	9.1	13.7	18.6	29.8	1.2	3,334	894	311	348	120	171	
Crowley	3.1	.0012	40.6	7.6	12.8	16.7	39.5	1.2	3,513	234	272		106	1,005	442
Custer	2.0	.0008	34.1	8.4	16.8	20.3	28.2	.6	5,351	1,495	486			112	114
Delta	23.7	.0098	36.5	7.7	14.9	18.2	33.9	9.3	104,258	30,482	5,930	5,991	3,986	22,161	3,316
Dolores	1.7	.0007	32.6	9.4	15.1	20.0	26.3	.6	5,033	2,089	565			1,795	
Eagle	17.3	.0071	28.7	16.9	35.7	17.5	9.9	7.2	223,377	49,116	45,018	214	6,375	10,771	6,623
Elbert	8.6	.0036	31.6	6.7	20.0	23.0	20.3	2.9	5,499	3,111	507		86	126	145
Fremont	31.9	.0131	35.6	8.5	16.6	18.0	32.9	12.1	119,995	34,800	12,642	14,832	3,502	19,142	6,662
Garfield	27.0	.0111	30.5	11.6	22.6	19.7	20.2	10.3	263,276	65,174	28,628	16,292	7,669	60,745	9,707
Gilpin	2.8	.0012	31.7	6.8	29.5	23.6	16.5	1.3	4,011	353	1,592		57	108	129
Grand	9.3	.0038	29.4	12.4	26.9	19.6	15.4	3.7	62,762	15,290	10,570	813	964	6,399	3,079
Gunnison	10.9	.0045	26.0	29.2	23.8	16.0	12.6	4.1	73,542	17,452	13,167	304	1,933	12,697	2,334
Hinsdale	.5	.0002	32.6	8.2	24.2	24.2	20.0	.2	4,880	1,198	653				
Huerfano	6.9	.0028	37.0	7.4	13.6	16.8	35.5	2.8	39,188	15,984	3,631	281	931	3,459	1,000
Jackson	1.8	.0008	31.4	10.6	19.0	23.1	20.0	.7	7,636	2,463	760		97	1,777	125
Kiowa	1.9	.0008	41.5	7.2	11.8	17.1	41.2	.7	5,860	2,425	856				773
Kit Carson	7.6	.0031	33.5	9.1	15.1	18.7	29.1	2.9	52,344	12,979	2,553	2,700	701	15,036	3,081
Lake	7.7	.0032	26.6	16.1	22.4	18.3	12.8	2.6	32,128	9,697	2,620	329	424	3,402	3,384
La Plata	32.3	.0132	29.6	16.7	20.0	18.5	20.7	11.9	230,026	55,345	29,808	14,299	12,418	35,384	3,061
Las Animas	14.4	.0059	34.9	10.6	14.1	15.4	34.4	5.6	42,682	14,901	3,310	2,965	1,416	8,650	1,744
Lincoln	4.7	.0019	38.6	9.1	13.0	19.5	35.4	1.8	69,667	8,891	9,246	2,199	521	14,240	2,234
Logan	19.8	.0082	31.6	13.2	15.4	17.7	27.0	7.7	141,442	23,612	10,193	12,379	5,111	45,866	2,971
Mesa	91.1	.0374	31.2	11.6	19.4	18.9	23.8	33.9	777,097	161,035	59,545	89,148	42,453	159,647	19,322
Mineral	.8	.0004	32.4	9.8	19.0	23.4	21.7	.3	3,347	879	245			54	
Moffat	15.2	.0062	28.4	12.1	22.6	19.8	15.4	5.5	106,462	27,885	8,322	7,221	2,844	25,249	1,274
Montezuma	19.3	.0080	31.1	9.5	16.9	19.9	23.5	6.8	130,141	33,813	11,514	8,394	3,741	25,377	2,665
Montrose	25.7	.0105	33.0	8.6	16.6	21.1	25.5	9.5	134,224	33,602	9,824	13,264	5,571	26,868	3,160
Morgan	23.1	.0095	32.0	10.4	16.5	18.2	26.8	8.6	147,130	38,661	12,908	17,494	4,315	29,142	2,703
Otero	21.4	.0088	33.1	9.6	14.5	17.7	29.6	8.2	93,501	25,004	8,529	17,411	5,975	10,217	2,430
Ouray	2.2	.0009	34.2	6.3	19.7	22.1	26.4	.7	7,626	947	2,787	180	67	105	118
Park	7.4	.0031	30.9	6.6	25.3	22.7	16.9	2.7	9,684	1,709	2,371	1,220	99	911	191
Phillips	4.4	.0018	37.3	7.9	14.0	18.1	34.8	1.8	26,390	6,564	1,115	730		12,342	815
Pitkin	11.2	.0046	30.5	13.5	37.3	23.5	9.8	5.0	193,291	21,403	57,313	75	11,285	1,825	13,063
Prowers	14.0	.0057	31.2	10.3	16.1	17.7	26.1	5.4	103,136	22,441	10,557	5,720	3,890	19,075	3,209
Rio Blanco	6.5	.0026	28.6	14.1	18.4	19.7	18.5	2.3	24,747	10,136	2,321	104	609	2,884	520
Rio Grande	11.0	.0046	32.4	9.5	15.5	19.0	27.0	3.7	57,706	18,793	2,852	2,395	3,085	8,358	3,606
Routt	15.1	.0062	29.1	12.7	32.4	19.0	11.9	5.8	96,887	22,150	15,726	532	5,121	8,004	2,589
Saguache	3.9	.0016	31.7	10.0	16.0	17.3	27.4	1.4	6,961	1,499	416		63	2,283	
San Juan	.9	.0003	28.5	11.1	27.1	17.9	14.4	.4	6,975	540	1,851				1,013
San Miguel	3.5	.0015	29.6	9.5	35.8	18.4	12.4	1.4	12,631	3,633	2,852	686	227	75	168
Sedgwick	3.1	.0013	38.5	7.6	13.0	18.1	36.3	1.4	19,794	4,028	890	131	686	8,415	1,469
Summit	11.4	.0046	28.2	18.4	38.7	16.8	6.9	4.8	167,835	31,879	36,666	328	6,333	9,636	3,545
Teller	11.7	.0048	32.2	6.9	22.1	23.5	20.2	4.3	48,076	18,054	6,475	2,394	1,198	1,744	475
Washington	5.4	.0023	36.0	8.3	15.0	18.3	32.9	2.0	22,255	5,665	2,194	2,028	217	3,996	1,171
Yuma	9.9	.0041	34.3	8.2	15.3	18.8	30.2	3.9	62,256	17,811	2,817	3,282	1,625	13,858	1,107
TOTAL METRO COUNTIES	**2,683.2**	**1.1032**	**30.4**	**12.9**	**21.4**	**20.4**	**19.7**	**1,055.7**	**18,197,685**	**3,815,041**	**2,080,542**	**2,259,640**	**1,143,814**	**3,572,131**	**396,321**
TOTAL STATE	**3,300.1**	**1.3569**	**30.5**	**12.6**	**21.1**	**20.1**	**20.5**	**1,289.0**	**22,288,659**	**4,779,100**	**2,557,033**	**2,525,135**	**1,296,891**	**4,260,686**	**523,590**

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COLO.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BOULDER - LONGMONT	**2,978,667**	**28,036**	**20.8**	**28.0**	**17.7**	**19.3**	**.1008**
Boulder	2,978,667	28,036	20.8	28.0	17.7	19.3	.1008
• Boulder	1,077,927	23,630	24.4	25.5	14.1	18.0	.0433
• Longmont	630,262	28,047	20.3	33.3	19.7	13.8	.0228
SUBURBAN TOTAL	1,270,478	31,772	17.8	27.1	20.2	23.8	.0347
COLORADO SPRINGS	**4,424,196**	**24,101**	**25.5**	**29.3**	**16.4**	**13.9**	**.1523**
El Paso	4,424,196	24,101	25.5	29.3	16.4	13.9	.1523
• Colorado Springs	3,279,350	23,695	25.6	28.6	15.9	14.0	.1198
SUBURBAN TOTAL	1,144,846	25,465	25.5	31.1	18.2	13.8	.0325
DENVER	**24,235,480**	**29,897**	**19.1**	**27.6**	**19.9**	**20.8**	**.7846**
Adams	3,453,585	28,965	19.6	32.4	21.6	15.6	.1176
Thornton	556,611	30,139	17.4	35.4	23.8	14.1	.0214
Westminster	774,981	31,654	16.2	32.9	26.2	16.2	.0234
Arapahoe	6,215,426	33,785	16.7	27.1	21.9	25.9	.1972
Aurora	2,877,878	31,618	17.7	31.2	23.2	19.5	.0947
Denver	7,176,911	22,763	24.2	27.0	14.7	14.5	.2423
• Denver	7,176,911	22,763	24.2	27.0	14.7	14.5	.2423
Douglas	638,951	42,324	10.1	21.6	23.8	38.9	.0159
Jefferson	6,750,607	35,518	14.4	26.5	24.1	27.0	.2116
Arvada	1,380,672	36,687	13.2	26.1	27.8	25.8	.0392
Lakewood	1,978,652	34,350	15.7	27.1	22.2	26.7	.0735
SUBURBAN TOTAL	17,058,569	33,389	16.4	28.0	22.7	24.2	.5423
DENVER - BOULDER CONSOLIDATED AREA	***27,214,147***	***29,670***	***19.3***	***27.7***	***19.6***	***20.7***	***.8854***
FORT COLLINS - LOVELAND	**2,098,215**	**23,821**	**24.6**	**28.8**	**16.5**	**13.2**	**.0711**
Larimer	2,098,215	23,821	24.6	28.8	16.5	13.2	.0711
• Fort Collins	864,625	21,861	25.7	26.4	15.1	12.7	.0342
• Loveland	435,211	24,133	24.6	29.7	17.6	11.6	.0153
SUBURBAN TOTAL	798,379	25,961	23.2	31.4	17.3	14.6	.0216
GREELEY	**1,387,353**	**21,752**	**25.3**	**30.1**	**14.3**	**9.7**	**.0470**
Weld	1,387,353	21,752	25.3	30.1	14.3	9.7	.0470
• Greeley	598,956	19,907	25.6	26.9	13.4	9.6	.0238
SUBURBAN TOTAL	788,397	23,057	24.9	32.8	15.1	9.7	.0232
PUEBLO	**1,243,146**	**20,108**	**25.5**	**27.2**	**13.7**	**9.4**	**.0443**
Pueblo	1,243,146	20,108	25.5	27.2	13.7	9.4	.0443
• Pueblo	998,338	19,404	25.8	26.2	13.3	9.1	.0373
SUBURBAN TOTAL	244,808	23,207	24.3	31.4	15.0	10.8	.0070
OTHER COUNTIES							
Alamosa	111,348	16,908	27.8	25.9	9.2	8.0	.0050
Archuleta	42,472	16,936	29.0	26.9	8.0	6.9	.0019
Baca	33,369	12,552	33.5	16.5	6.4	4.6	.0017
Bent	46,800	16,507	36.0	22.5	11.3	4.9	.0016
Chaffee	135,446	21,734	26.9	31.9	14.2	7.9	.0051
Cheyenne	20,182	15,111	32.8	25.4	6.6	4.9	.0007
Clear Creek	86,098	24,067	23.0	36.6	16.5	9.2	.0027
Conejos	38,632	11,647	37.5	15.6	3.6	.7	.0016
Costilla	21,497	11,837	31.5	16.4	5.5	4.2	.0008
Crowley	23,057	14,620	36.3	23.1	6.0	3.9	.0006
Custer	11,427	15,143	31.7	27.4	5.7	3.2	.0005
Delta	212,799	16,464	30.7	24.0	11.7	6.2	.0077
Dolores	13,242	18,071	26.0	28.7	10.3	6.2	.0005
Eagle	270,957	31,161	16.7	30.3	21.7	20.9	.0105
Elbert	85,146	23,745	24.1	25.3	20.1	11.4	.0023
Fremont	291,832	17,495	28.2	28.0	10.0	5.7	.0099
Garfield	329,100	26,964	22.0	27.1	19.9	15.0	.0131
Gilpin	35,117	24,452	20.8	36.8	15.2	8.5	.0009
Grand	107,920	24,822	22.7	34.5	15.2	11.9	.0039
Gunnison	129,754	23,874	22.8	28.1	14.8	14.9	.0045
Hinsdale	6,145	23,222	25.0	35.0	12.0	12.5	.0003
Huerfano	54,044	13,625	30.7	20.8	7.6	5.3	.0022
Jackson	15,626	18,692	32.1	33.0	8.1	4.1	.0006
Kiowa	17,904	18,850	28.8	26.4	11.1	9.6	.0005
Kit Carson	70,860	19,400	25.7	28.6	12.4	7.4	.0030
Lake	78,419	27,525	20.8	37.6	21.8	7.9	.0025
La Plata	356,446	22,626	25.9	27.3	15.1	12.9	.0133
Las Animas	112,060	14,871	28.4	22.8	10.3	4.4	.0038
Lincoln	43,674	18,364	28.5	27.2	11.7	7.3	.0026
Logan	191,244	19,487	29.1	29.5	11.8	7.2	.0077
Mesa	1,011,096	23,642	24.2	28.3	16.7	12.9	.0402
Mineral	8,025	21,111	28.3	29.0	14.0	9.7	.0004
Moffat	175,534	28,264	19.0	34.7	22.1	12.0	.0062
Montezuma	180,356	20,376	27.2	26.4	15.7	8.8	.0073
Montrose	276,295	22,781	26.5	32.1	13.8	11.3	.0095
Morgan	220,238	19,884	28.6	27.6	13.8	8.4	.0086
Otero	172,610	15,721	30.8	25.1	8.4	5.4	.0066
Ouray	17,616	18,750	29.0	26.3	11.7	8.6	.0007
Park	82,250	25,863	21.7	30.1	19.3	12.8	.0021
Phillips	43,765	17,551	30.2	25.3	9.9	8.3	.0017
Pitkin	173,614	26,589	25.9	27.8	15.1	18.4	.0077
Prowers	123,536	17,194	27.7	25.8	9.9	7.3	.0053
Rio Blanco	81,501	31,157	18.1	28.5	24.5	17.3	.0025
Rio Grande	119,158	24,581	20.5	25.8	18.1	15.6	.0041
Routt	186,259	27,383	21.5	32.7	19.6	14.2	.0063
Saguache	31,217	16,156	32.6	22.4	8.1	7.9	.0009
San Juan	8,487	18,385	31.7	32.4	10.3	2.0	.0004
San Miguel	30,965	17,853	29.8	30.4	9.6	4.9	.0011
Sedgwick	30,409	17,365	35.7	26.6	9.1	4.8	.0012
Summit	173,586	29,885	19.5	31.6	20.8	18.7	.0072
Teller	106,838	20,178	28.2	29.3	12.6	8.6	.0037
Washington	52,263	22,091	25.4	30.7	14.1	9.7	.0018
Yuma	96,675	17,758	28.3	24.6	11.3	9.0	.0037
TOTAL METRO COUNTIES	**36,367,057**	**27,651**	**21.0**	**28.1**	**18.5**	**18.2**	**1.2001**
TOTAL STATE	**42,761,967**	**26,397**	**22.0**	**28.0**	**17.7**	**16.8**	**1.4413**

CONNECTICUT

CONN.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**828.6**	**.3407**	**35.4**	**9.4**	**15.6**	**22.1**	**28.6**	**296.4**	**7,393,467**	**1,408,559**	**700,280**	**848,519**	**391,180**	**1,586,039**	**160,505**
Fairfield	828.6	.3407	35.4	9.4	15.6	22.1	28.6	296.4	7,393,467	1,408,559	700,280	848,519	391,180	1,586,039	160,505
• Bridgeport	144.1	.0592	32.3	12.1	16.8	16.0	29.4	54.2	862,165	187,089	81,712	81,687	48,986	156,236	25,506
• Danbury	64.5	.0265	32.4	11.1	18.9	20.6	24.6	23.0	824,058	144,924	71,098	94,655	46,853	187,176	9,451
Fairfield	53.9	.0222	37.7	11.5	13.3	21.3	32.8	18.4	590,675	113,757	63,474	63,901	35,101	135,757	14,137
Greenwich	59.4	.0244	39.8	7.6	13.3	23.5	34.4	22.2	675,792	94,592	65,717	29,087	26,789	261,744	10,139
• Norwalk	79.3	.0326	34.3	10.0	18.3	21.5	27.3	29.7	882,936	195,065	68,688	109,981	51,884	189,538	5,859
• Stamford	103.2	.0424	36.0	9.0	17.4	21.3	30.3	39.7	1,042,065	163,964	88,710	226,950	63,092	170,652	21,633
Stratford	51.0	.0210	39.6	8.7	14.7	18.7	37.3	19.2	331,016	64,791	40,965	20,216	14,836	82,224	12,083
SUBURBAN TOTAL	437.5	.1800	36.9	8.3	13.8	24.6	28.8	149.8	3,782,243	717,517	390,072	335,246	180,365	882,437	98,056
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**1,097.9**	**.4514**	**33.6**	**11.4**	**17.5**	**20.1**	**27.5**	**404.4**	**8,476,312**	**1,664,432**	**879,870**	**916,233**	**414,340**	**1,889,309**	**276,216**
Hartford	835.2	.3434	34.2	10.8	17.1	19.9	28.7	312.4	6,946,780	1,303,730	726,167	752,878	355,995	1,552,008	224,055
• Bristol	60.2	.0248	32.9	11.4	17.7	19.4	26.9	22.5	541,899	101,712	33,611	45,896	28,756	193,259	16,222
East Hartford	53.0	.0218	34.2	12.1	17.9	19.1	29.5	20.9	579,419	82,066	44,538	42,132	11,188	182,764	14,181
Enfield	43.1	.0177	32.1	11.1	16.3	23.3	22.0	13.9	451,212	69,477	38,055	112,152	25,072	65,706	11,732
• Hartford	138.4	.0569	29.9	14.5	17.7	16.2	24.8	54.0	856,181	113,382	168,833	92,274	51,321	155,625	38,058
Manchester	50.1	.0206	34.4	10.0	18.5	18.7	30.2	19.3	546,553	120,612	44,759	68,310	18,439	148,146	11,943

CONN. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• New Britain	73.9	.0304	34.1	14.5	17.5	14.6	33.8	29.9	357,936	76,041	38,426	29,992	11,095	91,617	17,285
West Hartford	61.4	.0252	42.7	7.9	13.5	18.9	41.0	24.5	728,628	121,367	60,087	125,232	65,752	93,972	20,937
Middlesex	137.6	.0566	33.8	10.2	18.4	20.7	27.1	51.2	950,627	187,035	99,988	105,225	46,407	229,245	34,538
• Middletown	40.2	.0165	32.2	14.7	18.9	17.8	26.8	15.2	302,026	58,557	31,094	53,593	16,663	62,129	14,232
Tolland	125.1	.0514	30.0	16.5	19.3	20.8	19.5	40.8	578,905	173,667	53,715	58,130	11,938	108,056	17,623
SUBURBAN TOTAL	785.2	.3228	34.4	10.4	17.3	21.5	27.4	282.8	6,418,270	1,314,740	607,906	694,478	306,505	1,386,679	190,419
NEW HAVEN - WATERBURY - MERIDEN	**770.6**	**.3168**	**34.0**	**11.0**	**17.1**	**18.9**	**29.5**	**284.1**	**5,408,298**	**1,162,617**	**564,005**	**655,263**	**260,945**	**1,076,662**	**139,610**
New Haven	770.6	.3168	34.0	11.0	17.1	18.9	29.5	284.1	5,408,298	1,162,617	564,005	655,263	260,945	1,076,662	139,610
Hamden	51.1	.0210	38.3	11.7	15.2	17.6	36.5	19.3	456,349	87,354	43,001	81,615	12,984	97,665	12,920
• Meriden	58.1	.0239	33.5	10.6	17.9	18.0	29.3	22.1	359,850	56,628	26,506	34,669	21,586	92,399	10,578
• Milford	51.6	.0212	33.7	10.0	18.3	20.4	27.2	18.4	498,824	99,021	59,416	41,960	45,678	105,082	8,191
• New Haven	123.9	.0509	30.5	16.0	19.3	15.0	26.4	47.5	626,715	106,559	107,931	90,918	37,954	81,889	19,877
• Waterbury	103.2	.0424	34.9	10.8	15.9	16.6	33.2	39.2	862,357	200,420	70,845	134,129	31,542	126,288	20,616
West Haven	53.4	.0220	34.2	11.6	18.9	17.8	30.8	20.9	279,642	72,634	41,035	20,770	10,797	61,265	8,176
SUBURBAN TOTAL	433.8	.1784	35.2	9.7	16.7	20.5	29.7	156.9	3,060,552	699,989	299,307	353,587	124,185	671,005	80,348
NEW LONDON - NORWICH	**251.4**	**.1034**	**31.2**	**14.2**	**17.9**	**19.0**	**24.3**	**89.4**	**1,754,912**	**333,418**	**183,130**	**137,852**	**82,830**	**480,600**	**40,642**
New London	251.4	.1034	31.2	14.2	17.9	19.0	24.3	89.4	1,754,912	333,418	183,130	137,852	82,830	480,600	40,642
Groton (town)	42.8	.0176	27.2	20.1	21.1	15.5	17.9	14.0	204,420	51,715	31,662	23,662	10,604	17,947	5,447
• New London	29.1	.0120	28.4	24.8	16.5	13.0	26.2	11.0	341,624	30,263	27,839	47,786	22,287	128,384	7,189
• Norwich	39.4	.0162	33.0	12.9	16.7	16.7	29.9	15.4	395,523	83,015	25,361	22,157	24,044	150,189	9,784
SUBURBAN TOTAL	182.9	.0752	31.3	12.8	18.4	20.4	22.8	63.0	1,017,765	220,140	129,930	67,909	36,499	202,027	23,669
OTHER COUNTIES															
Litchfield	165.2	.0679	34.9	8.6	17.1	20.7	29.1	61.0	956,537	247,501	84,131	52,786	32,003	265,534	23,950
Windham	98.3	.0405	32.2	11.4	17.1	18.7	26.4	35.3	501,468	120,686	50,205	23,577	18,611	126,876	17,445
TOTAL METRO COUNTIES	**2,948.5**	**1.2123**	**34.0**	**10.9**	**16.9**	**20.3**	**28.0**	**1,074.3**	**23,032,989**	**4,569,026**	**2,327,285**	**2,557,867**	**1,149,295**	**5,032,610**	**616,973**
TOTAL STATE	**3,212.0**	**1.3207**	**34.0**	**10.8**	**17.0**	**20.2**	**28.1**	**1,170.6**	**24,490,994**	**4,937,213**	**2,461,621**	**2,634,230**	**1,199,909**	**5,425,020**	**658,368**

"We get you the business!"

with the largest daily and Sunday newspaper circulation in affluent Fairfield County... a top-50 market; 2nd in the United States in Median Household Effective Buying Income.

BRIDGEPORT CONNECTICUT POST TELEGRAM

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

Call Paul Ward, (Bridgeport Post) 203-333-0161
or Bob Keim, (Landon-NYC) 212-867-1112

A LOT OF NEW YORK MONEY LIVES IN FAIRFIELD COUNTY.

Any advertiser wanting to hit home with the high end income core of the N.Y. ADI had better zero in on Fairfield County: home of the highest per capita Effective Buying Income and highest average household EBI in the U.S.

And the FCD Newspaper Network, now with full 3% ADI coverage, is by far the most effective and cost-efficient way to reach it!

If your advertising target is irresistible wealth, call Elliott Huron at Landon Associates: (212) 867-1112.

FAIRFIELD COUNTY DAILIES
FCD
one order / one bill / at a discount

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

At home with irresistible wealth

FCD The Bridgeport Post-Telegram, Danbury News-Times, Greenwich Time, The Hour (Norwalk), The Advocate (Stamford)

CONN.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**16,035,845**	**39,168**	**14.0**	**20.2**	**17.2**	**38.1**	**.4874**
Fairfield	16,035,845	39,168	14.0	20.2	17.2	38.1	.4874
• Bridgeport	1,770,985	24,073	22.2	25.2	16.1	16.2	.0591
• Danbury	1,005,905	34,807	16.6	23.0	20.4	29.3	.0389
Fairfield	1,081,202	44,980	12.0	18.6	18.5	44.1	.0346
Greenwich	1,666,199	50,302	11.1	16.6	14.7	50.5	.0466
• Norwalk	1,440,064	37,751	14.4	21.6	18.7	35.2	.0486
• Stamford	2,071,228	38,278	15.1	20.2	16.8	37.2	.0644
Stratford	873,274	37,115	14.0	22.4	22.0	31.7	.0256
SUBURBAN TOTAL	9,747,663	48,137	10.3	17.6	17.2	48.1	.2764
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**16,953,593**	**33,235**	**16.4**	**25.2**	**20.6**	**26.4**	**.5468**
Hartford	12,999,902	32,725	16.9	25.0	19.9	26.2	.4278
• Bristol	880,178	31,627	17.1	29.1	21.2	22.4	.0307
East Hartford	796,917	31,738	17.6	28.1	21.9	21.5	.0295
Enfield	601,634	38,019	12.7	23.0	29.0	27.9	.0228
• Hartford	1,486,242	18,949	27.1	24.5	12.6	10.6	.0537
Manchester	798,731	33,156	16.3	29.0	21.9	24.2	.0286
• New Britain	1,012,175	25,699	21.8	28.4	17.6	15.9	.0303
West Hartford	1,301,244	39,493	14.6	20.7	17.4	38.1	.0417
Middlesex	2,183,556	34,741	15.1	25.1	22.4	27.2	.0673
• Middletown	575,487	29,516	19.3	26.3	19.6	21.7	.0191
Tolland	1,770,135	35,128	14.6	25.9	23.4	26.9	.0517
SUBURBAN TOTAL	12,999,511	36,982	13.6	24.5	22.4	31.1	.4130
NEW HAVEN - WATERBURY - MERIDEN	**11,493,376**	**31,651**	**17.3**	**24.3**	**19.8**	**24.9**	**.3660**
New Haven	11,493,376	31,651	17.3	24.3	19.8	24.9	.3660
Hamden	840,457	34,243	16.6	23.5	21.1	27.7	.0276
• Meriden	853,922	30,938	18.4	27.3	20.5	22.2	.0264
• Milford	843,401	38,804	11.5	23.7	25.1	31.9	.0285
• New Haven	1,443,525	20,289	24.3	24.0	13.8	12.7	.0471
• Waterbury	1,317,473	25,375	21.2	25.3	17.1	17.2	.0481
West Haven	764,877	29,628	18.6	26.6	20.3	20.6	.0229
SUBURBAN TOTAL	7,035,055	35,897	14.7	24.1	21.4	30.0	.2159
NEW LONDON - NORWICH	**3,622,006**	**31,166**	**17.3**	**27.6**	**20.0**	**23.1**	**.1171**
New London	3,622,006	31,166	17.3	27.6	20.0	23.1	.1171
Groton (town)	603,512	29,828	19.1	31.8	18.4	21.7	.0178
• New London	377,839	23,284	22.8	26.8	15.6	14.3	.0157
• Norwich	520,982	26,318	20.8	28.1	17.7	16.1	.0200
SUBURBAN TOTAL	2,723,185	33,704	15.6	27.6	21.3	26.3	.0814
OTHER COUNTIES							
Litchfield	2,604,010	33,362	16.9	25.7	21.6	25.5	.0767
Windham	1,267,855	28,325	20.6	27.3	20.0	18.4	.0395
TOTAL METRO COUNTIES	**48,104,820**	**33,938**	**16.1**	**23.8**	**19.4**	**28.9**	**1.5173**
TOTAL STATE	**51,976,685**	**33,723**	**16.3**	**24.0**	**19.5**	**28.4**	**1.6335**

77% coverage of Hartford Metro adults on Sunday and 61% daily

IF IT'S IN THE COURANT,
IT'S ON THEIR MINDS.

The Hartford Courant
$20 Million In Aid Voted

The Hartford Courant
Making you memorable.

The Hartford Courant, 285 Broad Street, Hartford, CT 06115; (203) 241-6270; 1-800-524-4242;
TWX: 710-425-8921. Represented by Million Market Newspapers/Times Mirror National Marketing.

Target the $4 Billion New Haven Market!

The New Haven Primary Market Area, with over 235,000 households and 500,000 adults, has a per household Effective Buying Income $7,654 higher than the national average. In addition, its retail sales per household rank $1,844 higher than the national average!

Target this dynamic, upscale market with a regular schedule in the morning New Haven Register, the daily newspaper that reaches more Market households than the next five best-selling dailies......combined!

For more information, and a copy of our Market Profile, contact Henry Misiak, Assistant Advertising Director, at (203) 562-1121, Extension 324, or Landon Associates.

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

SOURCES: S&MM Survey of Buying Power, 1986; Control Data Corp., Household Estimates, 1984; ANM, 1985-86

THE HARTFORD – NEW HAVEN ADI
NEW HAVEN PMA

New Haven Register
40 Sargent Drive, New Haven, CT 06511

DELAWARE

DEL.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	 25–34 Years	 35–49 Years	 50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1986 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WILMINGTON	**548.3**	**.2254**	**32.2**	**11.8**	**17.2**	**20.1**	**25.0**	**195.8**	**3,660,870**	**673,915**	**293,593**	**505,451**	**196,627**	**898,908**	**114,886**
New Castle	413.1	.1698	32.0	12.6	17.3	20.1	24.8	148.3	3,099,561	564,542	247,547	476,213	176,733	753,401	97,751
• Wilmington	70.4	.0289	33.5	10.0	16.5	16.1	31.4	27.6	557,644	50,282	53,822	18,715	28,226	179,478	31,730
Cecil, Md.	*67.1*	*.0276*	*31.7*	*9.7*	*17.1*	*20.8*	*23.6*	*22.8*	*319,283*	*57,096*	*26,025*	*16,237*	*7,470*	*81,565*	*7,639*
Salem, N. J.	*68.1*	*.0280*	*33.4*	*9.4*	*16.1*	*19.5*	*28.0*	*24.7*	*242,026*	*52,277*	*20,021*	*13,001*	*12,424*	*63,942*	*9,496*
SUBURBAN TOTAL	477.9	.1965	32.0	12.1	17.3	20.6	24.2	168.2	3,103,226	623,633	239,771	486,736	168,401	719,430	83,156
OTHER COUNTIES															
Kent	106.3	.0437	30.0	13.1	17.6	20.3	20.8	36.5	687,529	120,742	48,193	103,469	20,921	175,476	18,865
Sussex	110.7	.0455	34.7	9.6	15.7	18.7	30.8	40.8	716,905	145,999	82,484	53,388	40,345	107,732	27,154
TOTAL METRO COUNTIES	**413.1**	**.1698**	**32.0**	**12.6**	**17.3**	**20.1**	**24.8**	**148.3**	**3,099,561**	**564,542**	**247,547**	**476,213**	**176,733**	**753,401**	**97,751**
TOTAL STATE	**630.1**	**.2590**	**32.1**	**12.1**	**17.1**	**19.9**	**25.2**	**225.6**	**4,503,995**	**831,283**	**378,224**	**633,070**	**237,999**	**1,036,609**	**143,770**

PENNSYLVANIA
CHESTER
DELAWARE
NEW JERSEY
GLOUCESTER
MARYLAND
CECIL
Wilmington
SALEM
Salem
NEW CASTLE
CUMBERLAND
KENT
SUSSEX

We Deliver The Best Of The Philadelphia ADI
Delaware: A Top 100 Market

DELAWARE
Delaware is comprised of New Castle, Kent & Sussex Counties.
Wilmington MSA is shaded area.

The Wilmington MSA is a top 100 market and a "must buy" when buying the Philadelphia ADI. Because only the News-Journal papers deliver prime consumers in New Castle County, the richest portion of the Wilmington MSA, with 69% daily and Sunday coverage. The Philadelphia Inquirer deliver less than 5% daily and 11% Sunday.

- Average household EBI ranks 31 at $36,729 in the top 100 markets, placing the Wilmington, Delaware MSA above such places as Chicago, San Diego, Los Angeles, Atlanta.*
- New Castle County, Delaware is the richest portion of the MSA, with an average household EBI opf $37,222.*
- 247,000 New Castle County adults (83%) read The Morning News and/or Evening Journal over a typical 5-day period.**
- 235,000 New Castle County adults (79%) read the Sunday News Journal during a typical month.**
- Detailed market information available from our 1985 Belden Associates survey. Call Eileen Leber, National Advertising Manager, 800-235-9100, ext. 2244 or (302) 573-2244.

News~Journal papers

GANNETT

*S&MM, Survey of Buying Power, 1986
**Belden Associates, 1985
***Circulation 86/86

DEL.
S&MM ESTIMATES

METRO AREA County City	EFFECTIVE BUYING INCOME 1986 Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	 B	 C	 D	Buying Power Index
WILMINGTON	**7,418,744**	**29,478**	**19.0**	**26.4**	**19.8**	**20.5**	**.2438**
New Castle	5,675,819	29,383	18.8	26.6	19.4	20.6	.1922
• Wilmington	758,614	17,703	26.5	22.6	12.2	10.2	.0298
Cecil, Md.	*754,362*	*27,544*	*20.6*	*30.6*	*19.6*	*15.4*	*.0246*
Salem, N. J.	*988,563*	*32,766*	*17.8*	*22.1*	*22.3*	*24.4*	*.0270*
SUBURBAN TOTAL	6,660,130	31,286	17.7	27.1	21.1	22.1	.2140

S&MM ESTIMATES

METRO AREA County City	EFFECTIVE BUYING INCOME 1986 Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	 B	 C	 D	Buying Power Index
OTHER COUNTIES							
Kent	1,147,580	22,920	25.8	28.4	17.1	11.2	.0420
Sussex	1,161,596	20,850	27.7	28.6	14.7	8.8	.0431
TOTAL METRO COUNTIES	**5,675,819**	**29,383**	**18.8**	**26.6**	**19.4**	**20.6**	**.1922**
TOTAL STATE	**7,984,995**	**26,477**	**21.6**	**27.2**	**18.2**	**16.9**	**.2773**

DISTRICT OF COLUMBIA

D.C.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WASHINGTON	**3,544.0**	**1.4573**	**31.8**	**11.3**	**20.5**	**22.9**	**20.5**	**1,317.4**	**26,757,621**	**4,839,527**	**2,738,363**	**3,141,396**	**1,789,270**	**6,680,074**	**960,383**
District of Columbia	620.0	.2550	33.1	13.2	20.5	19.4	26.6	252.9	3,392,998	591,240	746,449	312,719	212,707	196,095	171,265
• Washington	620.0	.2550	33.1	13.2	20.5	19.4	26.6	252.9	3,392,998	591,240	746,449	312,719	212,707	196,095	171,265
Calvert, Md.	43.6	.0179	30.9	8.7	18.6	21.2	21.2	14.2	107,384	32,754	14,551	7,032	2,180	16,466	4,247
Charles, Md.	89.5	.0368	29.1	9.9	18.4	23.6	15.5	27.5	318,420	85,140	25,130	11,752	10,849	70,809	41,392
Frederick, Md.	134.6	.0554	31.4	10.5	19.3	21.4	21.6	45.4	771,251	169,330	65,187	94,546	31,197	193,505	16,936
• Frederick	33.9	.0139	32.2	12.9	20.5	16.1	28.1	13.3	537,027	135,372	41,490	77,803	21,673	128,751	12,152
Montgomery, Md.	653.1	.2685	33.9	9.5	18.5	23.7	24.4	245.7	6,053,328	1,051,753	445,041	743,198	481,239	1,684,030	183,700
Rockville	48.0	.0197	31.9	10.3	19.0	24.3	19.8	16.6	755,074	130,193	62,990	43,564	90,560	233,998	15,085
Prince George's, Md.	679.1	.2792	29.7	13.5	20.7	22.1	17.0	240.2	5,253,177	1,024,023	430,933	644,207	289,198	1,436,192	157,501
Alexandria city, Va.	111.8	.0459	32.7	11.5	28.4	20.5	23.1	55.2	1,121,025	135,013	121,688	168,578	65,040	405,961	31,109
Alexandria	111.8	.0459	32.7	11.5	28.4	20.5	23.1	55.1	1,121,025	135,013	121,688	168,578	65,040	405,961	31,109
Arlington, Va.	156.4	.0643	33.6	13.2	25.9	20.0	26.4	74.3	1,244,048	198,949	164,719	92,229	81,406	447,544	66,236
• Arlington	156.4	.0643	33.6	13.2	25.9	20.0	26.4	74.2	1,244,048	198,949	164,719	92,229	81,406	447,544	66,236
Fairfax, Va.	701.5	.2885	32.1	9.5	20.0	26.8	17.3	250.8	5,456,029	1,000,177	481,729	710,331	441,480	1,310,337	189,155
Fairfax city, Va.	20.1	.0082	31.8	13.1	20.1	23.0	20.5	7.3	829,472	86,912	69,025	158,791	66,591	275,182	29,576
Fairfax	20.1	.0082	31.8	13.1	20.1	23.0	20.5	7.3	829,472	86,912	69,025	158,791	66,591	275,182	29,576
Falls Church city, Va.	9.4	.0039	37.1	8.6	21.0	21.9	31.5	4.4	301,183	29,042	17,902	60,223	12,097	123,353	8,534
Falls Church	9.4	.0039	37.1	8.6	21.0	21.9	31.5	4.3	301,183	29,042	17,902	60,223	12,097	123,353	8,534
Loudoun, Va.	71.0	.0292	31.1	8.2	20.0	25.3	16.9	23.6	371,334	118,817	22,587	16,672	21,161	68,603	20,141
Manassas city, Va.	19.4	.0080	28.8	10.6	24.1	20.6	14.5	6.6	304,518	55,509	19,761	16,092	8,007	137,878	5,476
Manassas	19.4	.0080	28.8	10.6	24.1	20.6	14.5	6.6	304,518	55,509	19,761	16,092	8,007	137,878	5,476
Manassas Park city, Va.	7.2	.0030	25.9	12.5	21.3	19.8	10.8	2.2	16,602	8,380	1,365		826	3,069	1,488
Manassas Park	7.2	.0030	25.9	12.5	21.3	19.8	10.8	2.2	16,602	8,380	1,365		826	3,069	1,488
Prince William, Va.	174.2	.0716	27.9	10.9	21.9	25.2	9.2	51.1	1,024,301	187,265	92,474	92,037	63,910	276,741	32,452
Stafford, Va.	53.1	.0219	29.9	10.3	19.2	24.0	16.3	16.0	192,551	65,223	19,822	12,989	1,382	34,309	1,175
SUBURBAN TOTAL	2,733.7	1.1241	31.4	10.7	20.2	24.0	18.7	977.0	21,583,548	3,913,966	1,785,705	2,658,645	1,473,484	5,907,684	710,730
TOTAL METRO COUNTIES	**620.0**	**.2550**	**33.1**	**13.2**	**20.5**	**19.4**	**26.6**	**252.9**	**3,392,998**	**591,240**	**746,449**	**312,719**	**212,707**	**196,095**	**171,265**
TOTAL STATE	**620.0**	**.2550**	**33.1**	**13.2**	**20.5**	**19.4**	**26.6**	**252.9**	**3,392,998**	**591,240**	**746,449**	**312,719**	**212,707**	**196,095**	**171,265**

D.C.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
WASHINGTON	**61,476,304**	**37,209**	**14.3**	**23.3**	**19.1**	**34.1**	**1.8662**
District of Columbia	9,998,993	24,753	21.5	24.5	14.2	20.4	.2876
• Washington	9,998,993	24,753	21.5	24.5	14.2	20.4	.2876
Calvert, Md.	493,276	30,517	17.7	28.4	21.2	19.4	.0139
Charles, Md.	1,010,139	33,106	15.1	27.3	25.7	20.6	.0308
Frederick, Md.	1,638,120	30,697	18.6	28.2	21.8	19.8	.0543
• Frederick	424,922	25,924	21.9	29.3	19.0	14.2	.0208
Montgomery, Md.	13,121,366	44,874	11.3	20.4	18.4	43.8	.3967
Rockville	833,270	43,866	10.7	19.5	20.3	41.8	.0333
Prince George's, Md.	10,273,670	35,944	14.7	26.3	21.0	30.5	.3350
Alexandria city, Va.	2,511,778	35,322	14.3	26.8	18.9	31.7	.0740
Alexandria	2,511,778	35,322	14.5	26.7	18.8	31.7	.0740
Arlington, Va.	3,612,500	37,619	14.3	24.6	17.3	36.2	.0988
• Arlington	3,612,500	37,619	14.4	24.5	17.3	36.2	.0988
Fairfax, Va.	13,873,600	48,324	9.2	18.9	19.6	47.9	.4012
Fairfax city, Va.	398,557	46,063	10.1	20.7	18.8	45.6	.0252
Fairfax	398,557	46,063	10.1	20.7	18.8	45.6	.0252
Falls Church city, Va.	224,852	41,469	12.3	22.1	19.8	40.8	.0107
Falls Church	224,852	41,469	12.3	22.1	19.7	40.8	.0107
Loudoun, Va.	1,009,268	36,083	13.7	25.0	23.0	28.9	.0303
Manassas city, Va.	279,257	37,791	13.5	24.7	27.5	27.5	.0125
Manassas	279,257	37,791	13.5	24.7	27.5	27.5	.0125
Manassas Park city, Va.	68,510	28,311	15.6	45.3	21.6	7.9	.0021
Manassas Park	68,510	28,311	15.6	45.3	21.6	7.9	.0021
Prince William, Va.	2,321,162	40,231	11.3	23.6	26.7	33.1	.0741
Stafford, Va.	641,256	33,670	16.6	27.5	24.0	23.3	.0190
SUBURBAN TOTAL	47,439,889	40,555	12.3	22.8	20.6	37.7	1.4590
TOTAL METRO COUNTIES	**9,998,993**	**24,753**	**21.5**	**24.5**	**14.2**	**20.4**	**.2876**
TOTAL STATE	**9,998,993**	**24,753**	**21.5**	**24.5**	**14.2**	**20.4**	**.2876**

FLORIDA

FLA.
S&MM ESTIMATES

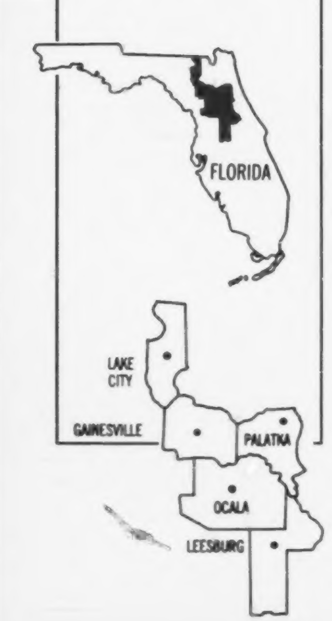
POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BRADENTON	**180.5**	**.0742**	**45.3**	**7.6**	**12.7**	**14.9**	**46.1**	**77.0**	**1,268,806**	**242,843**	**126,934**	**122,825**	**68,735**	**410,327**	**44,912**
Manatee	180.5	.0742	45.3	7.6	12.7	14.9	46.1	77.0	1,268,806	242,843	126,934	122,825	68,735	410,327	44,912
• Bradenton	38.0	.0156	43.3	8.4	13.5	13.9	44.5	16.0	390,702	71,474	21,637	10,093	20,968	185,834	13,687
SUBURBAN TOTAL	142.5	.0586	45.9	7.4	12.4	15.3	46.4	61.0	878,104	171,369	105,297	112,732	47,767	224,493	31,225
DAYTONA BEACH	**325.1**	**.1337**	**41.6**	**10.2**	**13.3**	**15.9**	**41.5**	**137.7**	**2,034,602**	**418,107**	**230,542**	**220,878**	**114,719**	**494,660**	**92,615**
Volusia	325.1	.1337	41.6	10.2	13.3	15.9	41.5	137.7	2,034,602	418,107	230,542	220,878	114,719	494,660	92,615
• Daytona Beach	60.8	.0250	36.7	15.4	13.9	13.6	38.0	26.7	803,870	96,791	86,632	145,929	45,378	257,307	28,785
SUBURBAN TOTAL	264.3	.1087	42.5	9.0	13.2	16.3	42.4	111.0	1,230,732	321,316	143,910	74,949	69,341	237,353	63,830

FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,167.8**	**.4802**	**40.6**	**8.5**	**15.4**	**17.7**	**39.6**	**496.1**	**9,232,189**	**1,525,573**	**1,054,056**	**897,249**	**626,783**	**2,864,268**	**326,053**
Broward	1,167.8	.4802	40.6	8.5	15.4	17.7	39.6	496.1	9,232,189	1,525,573	1,054,056	897,249	626,783	2,864,268	326,053
• Fort Lauderdale	155.8	.0641	38.4	10.4	17.8	17.8	36.6	71.8	2,308,693	236,544	320,786	143,863	132,281	986,843	59,911
• Hollywood	127.0	.0522	44.0	8.0	13.1	17.7	43.5	55.5	1,392,817	186,782	105,765	195,624	101,071	513,078	47,325
Plantation	55.0	.0226	37.6	7.8	13.7	25.6	29.3	19.7	664,048	105,850	55,216	179,068	27,222	137,070	14,660
• Pompano Beach	69.2	.0285	51.4	8.2	12.1	14.8	51.4	33.3	859,200	91,060	46,805	105,149	61,937	340,960	33,525
SUBURBAN TOTAL	815.8	.3354	39.8	8.2	15.6	17.8	38.5	335.5	4,671,479	1,011,187	580,700	452,613	331,494	1,023,387	185,292
FORT MYERS - CAPE CORAL	**279.0**	**.1147**	**42.8**	**7.9**	**13.2**	**16.2**	**42.8**	**117.8**	**1,895,169**	**385,261**	**180,246**	**209,321**	**146,421**	**470,072**	**81,450**
Lee	279.0	.1147	42.8	7.9	13.2	16.2	42.8	117.8	1,895,169	385,261	180,246	209,321	146,421	470,072	81,450
• Cape Coral	49.0	.0201	50.0	5.9	11.3	16.0	50.0	20.9	187,362	57,379	14,452	12,853	15,872	11,113	14,064
• Fort Myers	41.4	.0170	33.3	11.4	15.8	16.4	31.0	17.2	947,933	154,697	63,611	140,589	63,261	326,773	31,032
SUBURBAN TOTAL	188.6	.0776	43.4	7.6	13.2	16.1	43.6	79.7	759,874	173,185	102,183	55,879	67,288	132,186	36,354
FORT PIERCE	**207.1**	**.0852**	**39.3**	**8.8**	**14.1**	**16.4**	**38.8**	**83.3**	**1,349,886**	**278,187**	**94,229**	**112,310**	**85,921**	**396,326**	**45,383**
Martin	86.2	.0354	43.9	8.2	12.8	16.0	44.3	36.2	547,662	110,277	38,315	46,280	37,988	148,998	17,331
St. Lucie	120.9	.0498	36.2	9.3	15.1	16.5	34.9	47.1	802,224	167,910	55,914	66,030	47,933	247,328	28,052
• Fort Pierce	38.6	.0159	33.9	11.0	14.2	16.3	32.3	15.2	633,316	115,887	47,666	57,045	36,984	236,430	18,284
SUBURBAN TOTAL	168.5	.0693	40.6	8.3	14.1	16.5	40.2	68.1	716,570	162,300	46,563	55,265	48,937	159,896	27,099
FORT WALTON BEACH	**142.6**	**.0586**	**29.7**	**14.0**	**17.8**	**22.7**	**17.9**	**51.9**	**941,399**	**154,518**	**100,088**	**122,903**	**67,153**	**249,409**	**25,094**
Okaloosa	142.6	.0586	29.7	14.0	17.8	22.7	17.9	51.9	941,399	154,518	100,088	122,903	67,153	249,409	25,094
• Fort Walton Beach	24.4	.0100	32.9	11.5	14.6	25.2	21.8	8.9	469,389	59,888	49,090	39,551	37,727	178,375	6,750
SUBURBAN TOTAL	118.2	.0486	29.2	14.5	18.4	22.2	17.2	43.0	472,010	94,630	50,998	83,352	29,426	71,034	18,344
GAINESVILLE	**199.3**	**.0819**	**27.8**	**21.5**	**21.2**	**16.6**	**18.2**	**75.0**	**1,213,207**	**267,490**	**131,368**	**145,129**	**53,811**	**300,286**	**27,721**
Alachua	175.8	.0722	27.3	23.0	21.8	16.1	17.2	67.4	1,116,430	235,791	123,701	137,966	47,576	282,800	24,054
• Gainesville	85.2	.0350	26.4	27.0	21.6	14.5	16.7	31.6	767,810	158,825	75,078	61,640	33,993	259,601	15,467
Bradford	23.5	.0097	32.7	9.9	18.3	20.6	25.2	7.6	96,777	31,699	7,667	7,163	6,235	17,486	3,667
SUBURBAN TOTAL	114.1	.0469	29.0	17.4	21.0	18.2	19.2	43.4	445,397	108,665	56,290	83,489	19,818	40,685	12,254
JACKSONVILLE	**851.7**	**.3501**	**31.4**	**11.8**	**18.1**	**19.6**	**23.9**	**320.9**	**5,097,040**	**886,825**	**500,134**	**494,259**	**236,338**	**1,479,301**	**183,580**
Clay	93.7	.0385	31.1	8.6	17.5	24.6	18.6	29.7	408,183	61,004	36,024	86,779	21,030	95,081	8,331
Duval	643.3	.2645	31.1	12.6	18.7	18.8	23.9	248.5	4,151,091	714,834	391,780	367,716	198,812	1,259,798	156,953
• Jacksonville	608.5	.2502	31.0	12.6	18.6	18.8	23.7	233.9	3,912,553	649,104	356,136	356,199	192,019	1,212,312	145,317
Nassau	41.8	.0172	30.8	9.8	17.0	21.9	21.0	14.5	187,694	41,124	20,576	13,764	5,270	30,351	4,829
St. Johns	72.9	.0299	35.6	9.8	15.3	18.5	32.3	28.2	350,072	69,863	51,754	26,000	11,226	94,071	13,467
SUBURBAN TOTAL	243.2	.0999	32.5	9.7	17.1	21.6	24.1	87.0	1,184,487	237,721	143,998	138,060	44,319	266,989	38,263



THERE'S STRENGTH IN NUMBERS

And when you add up the numbers for the five New York Times newspapers in the Central Florida Golden Markets group, here's what you get:

- More than 130,000 daily and 120,000 Sunday circulation.
- More than 50 percent household penetration in a market that grossed $3.5 billion in total retail sales in 1986.

The Central Florida Golden Markets Group consists of the **Gainesville Sun, Ocala Star-Banner, Leesburg/Commercial, Palatka Daily News** and **Lake City Reporter**. The five-contiguous-county market can be bought at a discount through a one-order, one-bill system.

Central Florida Golden Markets

Estimated Buying Income	$5.8 Billion
Total Retail Sales	$3.5 Billion
Food Sales	$740 Million
General Merchandise	$390 Million
Furniture/Furnishings/Appliances	$173 Million
Auto Sales	$894 Million
Drug Sales	$110 Million
Eating & Drinking Sales	$297 Million

Gainesville Sun
904-374-5012

Ocala Star-Banner
904-629-0011

Leesburg/Commercial
904-787-4515

Palatka Daily News
904-328-2721

Lake City Reporter
904-752-1297

Represented nationally by:
Branham/Newspaper Sales
New York 212-490-1200
Atlanta 404-233-6708

Publishers' Representatives of Florida, Inc.
Tampa 813-879-8299
Jacksonville 904-398-5813

NYT THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

Source: Latest available ABC audits; Sales & Marketing Management, 1987 Survey of Buying Power

FLA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

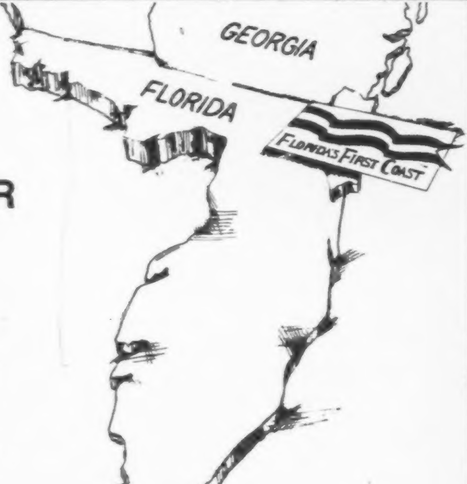
RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
LAKELAND - WINTER HAVEN	373.9	.1537	34.5	10.4	15.7	19.0	30.1	139.5	2,055,253	468,364	173,803	235,692	72,402	599,030	60,751
Polk	373.9	.1537	34.5	10.4	15.7	19.0	30.1	139.5	2,055,253	468,364	173,803	235,692	72,402	599,030	60,751
• Lakeland	65.5	.0269	35.8	12.9	15.3	15.7	35.1	27.9	827,386	152,235	70,544	122,072	25,534	266,293	20,874
• Winter Haven	23.0	.0095	39.1	9.9	14.4	16.6	38.1	10.0	401,985	77,800	39,345	62,560	14,543	117,707	12,886
SUBURBAN TOTAL	285.4	.1173	33.9	9.8	15.7	20.0	28.4	101.6	825,882	238,329	63,914	51,060	32,325	215,030	26,991
MELBOURNE - TITUSVILLE - PALM BAY	361.7	.1487	36.5	10.9	14.3	20.9	31.2	144.9	2,109,101	366,370	199,612	280,156	100,090	596,211	121,659
Brevard	361.7	.1487	36.5	10.9	14.3	20.9	31.2	144.9	2,109,101	366,370	199,612	280,156	100,090	596,211	121,659
• Melbourne	58.2	.0239	35.4	13.1	14.6	18.7	31.8	23.6	662,683	105,941	47,566	98,047	29,999	240,882	18,200
• Palm Bay	39.0	.0160	34.1	10.8	17.9	17.8	30.6	15.8	117,122	27,692	11,984	13,208	5,850	3,973	27,981
• Titusville	41.6	.0171	37.6	10.1	12.6	22.0	31.8	16.3	268,943	60,452	27,469	40,044	8,033	61,932	14,499
SUBURBAN TOTAL	222.9	.0917	36.9	10.5	13.9	22.0	31.0	89.2	1,060,353	172,285	112,593	128,857	56,208	289,424	60,979
MIAMI - HIALEAH	1,785.0	.7339	36.8	9.9	15.7	20.5	32.2	672.1	13,594,699	2,114,506	1,227,425	1,467,303	739,633	3,895,384	574,118
Dade	1,785.0	.7339	36.8	9.9	15.7	20.5	32.2	672.1	13,594,699	2,114,506	1,227,425	1,467,303	739,633	3,895,384	574,118
Coral Gables	43.0	.0177	38.4	15.6	14.5	18.4	36.1	16.3	486,262	53,873	44,410	12,863	31,070	196,080	14,137
• Hialeah	167.0	.0687	38.0	10.8	12.4	24.3	30.6	55.9	1,259,572	241,939	79,819	240,608	67,559	206,572	60,237
• Miami	385.9	.1587	39.5	9.8	14.5	20.7	35.7	149.0	3,801,959	457,163	333,702	354,327	240,238	1,198,997	147,828
• Miami Beach	98.9	.0407	65.8	4.4	7.6	11.2	69.3	57.2	519,153	111,620	87,263	29,829	13,349	50,714	57,950
North Miami	44.3	.0182	41.6	9.8	17.4	17.5	40.7	20.4	402,502	101,790	42,671	2,034	34,417	100,274	24,629
SUBURBAN TOTAL	1,133.2	.4658	34.2	10.3	17.2	20.6	28.1	410.0	8,014,015	1,303,784	726,641	842,539	418,487	2,439,101	308,103
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*2,952.8*	*1.2141*	*38.2*	*9.3*	*15.6*	*19.3*	*35.2*	*1,168.2*	*22,826,888*	*3,640,079*	*2,281,481*	*2,364,552*	*1,366,416*	*6,759,652*	*900,171*
NAPLES	123.5	.0508	40.0	8.6	14.2	17.3	38.9	51.7	1,062,869	214,668	108,238	81,717	96,761	255,913	38,270
Collier	123.5	.0508	40.0	8.6	14.2	17.3	38.9	51.7	1,062,869	214,668	108,238	81,717	96,761	255,913	38,270
• Naples	21.3	.0088	57.8	5.4	8.2	14.2	59.8	10.3	637,861	142,549	70,677	70,340	58,904	112,914	25,960
SUBURBAN TOTAL	102.2	.0420	36.9	9.3	15.4	18.0	34.6	41.4	425,008	72,119	37,561	11,377	37,857	142,999	12,310
OCALA	172.6	.0710	38.1	8.3	13.8	17.9	36.1	67.6	1,134,064	226,150	77,542	129,340	64,208	253,556	41,205
Marion	172.6	.0710	38.1	8.3	13.8	17.9	36.1	67.6	1,134,064	226,150	77,542	129,340	64,208	253,556	41,205
• Ocala	47.0	.0193	34.6	9.6	14.0	17.9	31.5	18.1	860,912	140,350	60,429	116,406	54,600	209,693	29,287
SUBURBAN TOTAL	125.6	.0517	39.4	7.9	13.8	17.8	37.8	49.5	273,152	85,800	17,113	12,934	9,608	43,863	11,918
ORLANDO	899.5	.3699	32.7	11.8	17.2	19.9	26.2	339.8	6,597,486	1,179,615	728,475	691,637	318,342	1,994,316	160,180
Orange	570.9	.2347	32.0	13.3	17.5	19.1	25.7	218.0	4,482,743	786,636	499,221	435,611	200,881	1,430,990	109,347
• Orlando	149.5	.0615	31.3	16.8	17.7	16.0	27.4	58.6	1,887,295	245,910	198,199	240,410	94,074	685,698	36,917
Osceola	84.2	.0347	37.2	9.3	14.2	18.5	34.4	32.8	644,707	129,407	94,226	46,065	25,069	193,680	17,403

Jacksonville

FLORIDA'S NEW GROWTH CENTER

Jacksonville is the heart of Florida's First Coast area, and the dominant economic force in North Florida and South Georgia. To reach part or all of this prosperous region, you need The Florida Times-Union and Jacksonville Journal, the newspapers with the largest daily and Sunday circulation.



The Florida Times-Union
JACKSONVILLE JOURNAL

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FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Seminole	244.4	.1005	33.1	9.1	17.6	22.4	24.3	89.0	1,470,036	263,572	135,028	209,961	92,392	369,646	33,430
SUBURBAN TOTAL	750.0	.3084	33.0	10.8	17.1	20.7	25.9	281.2	4,710,191	933,705	530,276	451,227	224,268	1,308,618	123,263
PANAMA CITY	**120.2**	**.0494**	**31.8**	**11.8**	**17.0**	**20.4**	**24.1**	**45.6**	**782,796**	**117,085**	**102,514**	**93,538**	**38,235**	**239,562**	**23,783**
Bay	120.2	.0494	31.8	11.8	17.0	20.4	24.1	45.6	782,796	117,085	102,514	93,538	38,235	239,562	23,783
• Panama City	37.3	.0153	35.4	11.2	16.1	17.3	30.1	15.3	553,790	60,613	47,460	73,094	29,893	208,866	16,120
SUBURBAN TOTAL	82.9	.0341	31.1	12.1	17.3	21.8	21.4	30.3	229,006	56,472	55,054	20,444	8,342	30,696	7,663
PENSACOLA	**340.3**	**.1399**	**31.0**	**12.4**	**17.3**	**20.3**	**22.8**	**125.4**	**1,860,869**	**371,418**	**180,259**	**289,987**	**90,388**	**494,388**	**46,895**
Escambia	273.0	.1123	31.2	12.6	17.4	19.9	23.4	101.4	1,616,914	300,581	159,952	265,224	81,177	439,183	36,890
• Pensacola	65.6	.0270	34.4	10.3	16.0	18.6	30.4	26.3	564,995	66,923	51,949	63,429	25,899	255,197	12,367
Santa Rosa	67.3	.0276	30.6	11.5	17.4	22.2	20.2	24.0	243,955	70,837	20,307	24,763	9,211	55,205	10,005
SUBURBAN TOTAL	274.7	.1129	30.3	12.9	17.6	20.7	21.1	99.1	1,295,874	304,495	128,310	226,558	64,489	239,191	34,528
SARASOTA	**251.2**	**.1033**	**51.1**	**6.9**	**11.7**	**14.8**	**51.0**	**114.7**	**2,015,247**	**353,390**	**203,565**	**214,567**	**168,283**	**525,485**	**85,944**
Sarasota	251.2	.1033	51.1	6.9	11.7	14.8	51.0	114.7	2,015,247	353,390	203,565	214,567	168,283	525,485	85,944
• Sarasota	54.7	.0225	43.3	10.2	14.3	14.5	44.0	25.1	758,135	127,385	101,560	70,589	57,711	146,132	40,585
SUBURBAN TOTAL	196.5	.0808	53.2	6.0	11.0	14.8	52.9	89.6	1,257,112	226,005	102,005	143,978	110,572	379,353	45,359
TALLAHASSEE	**216.6**	**.0892**	**28.5**	**17.8**	**20.3**	**17.7**	**19.0**	**80.5**	**1,244,029**	**240,435**	**131,633**	**206,826**	**80,192**	**240,340**	**30,872**
Gadsden	44.3	.0183	30.4	10.3	15.6	16.9	25.8	13.9	111,877	32,774	5,604	10,256	3,977	25,143	3,802
Leon	172.3	.0709	28.1	19.7	21.6	17.9	17.2	66.6	1,132,152	207,661	126,029	196,570	76,215	215,197	27,070
• Tallahassee	121.2	.0498	27.0	26.1	20.9	14.7	18.4	47.7	938,817	164,491	111,622	189,911	61,542	159,475	19,054
SUBURBAN TOTAL	95.4	.0394	30.6	7.2	19.5	21.5	19.8	32.8	305,212	75,944	20,011	16,915	18,650	80,865	11,818

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

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University of Florida Bureau of Economic and Business Research, Florida Estimates of Population, 1986.
1987 Market Opinion Research

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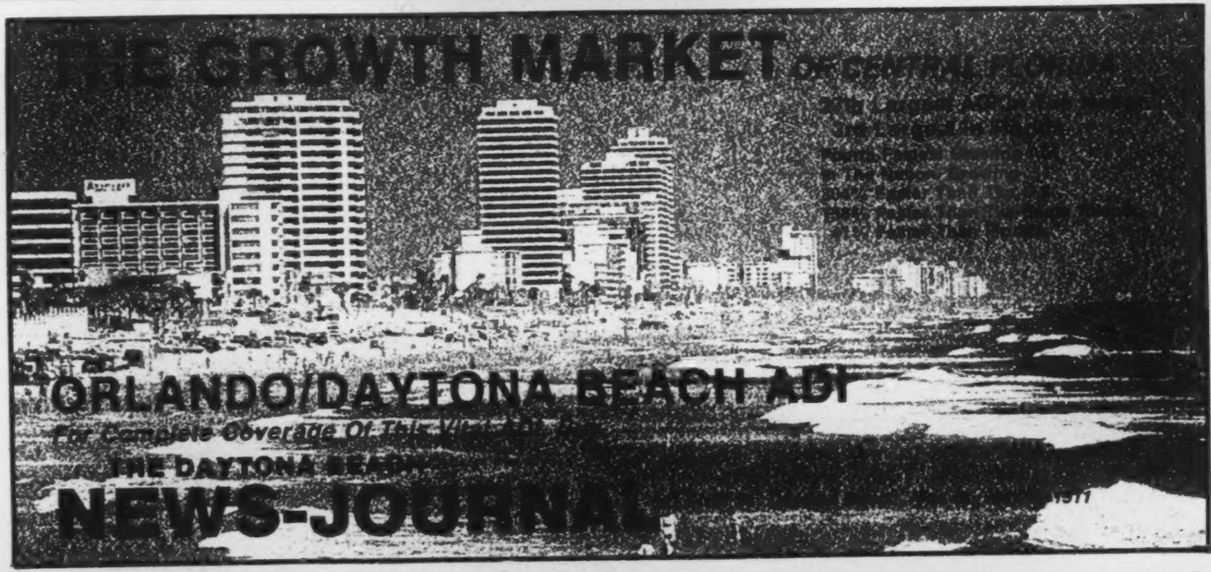
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FLA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
TAMPA - ST. PETERSBURG -															
CLEARWATER	**1,916.2**	**.7880**	**40.3**	**9.0**	**14.3**	**16.9**	**39.6**	**807.2**	**12,338,307**	**2,526,254**	**1,273,913**	**1,438,869**	**753,271**	**3,265,231**	**401,771**
Hernando	76.9	.0317	48.5	6.5	10.4	15.2	48.7	32.1	275,380	86,069	17,798	23,291	13,575	59,994	14,106
Hillsborough	770.2	.3167	32.7	11.6	17.6	19.7	26.2	297.4	5,316,263	1,079,004	518,388	611,822	309,423	1,466,912	156,867
• Tampa	290.0	.1192	34.4	11.7	16.4	17.5	31.5	118.8	2,969,727	449,085	306,740	330,854	190,068	945,585	83,803
Pasco	244.6	.1006	54.2	6.2	10.1	13.5	53.6	105.0	1,241,319	292,923	97,846	133,156	63,248	294,752	48,946
Pinellas	824.5	3390	46.9	7.6	12.9	15.4	47.2	372.7	5,505,345	1,068,258	639,881	670,600	367,025	1,443,573	181,852
• Clearwater	100.9	.0415	45.0	8.3	13.6	16.1	45.3	45.5	1,499,198	177,492	158,453	230,984	103,520	531,593	37,261
Largo	65.8	.0271	48.9	8.1	13.2	14.5	49.1	31.0	369,365	120,346	32,375	29,441	34,896	47,245	16,761
• St. Petersburg	246.3	.1013	43.6	8.7	13.7	15.3	44.0	110.0	1,604,416	318,464	157,191	251,324	86,656	401,298	50,536
SUBURBAN TOTAL	1,279.0	.5260	40.9	8.5	14.0	17.1	40.2	532.9	8,264,966	1,581,213	651,529	625,707	373,027	1,386,755	230,171
WEST PALM BEACH - BOCA RATON -															
DELRAY BEACH	**760.7**	**.3127**	**41.6**	**8.4**	**14.4**	**16.6**	**41.3**	**324.8**	**6,002,627**	**1,090,911**	**621,926**	**637,485**	**442,766**	**1,632,630**	**216,455**
Palm Beach	760.7	.3127	41.6	8.4	14.4	16.6	41.3	324.8	6,002,627	1,090,911	621,926	637,485	442,766	1,632,630	216,455
• Boca Raton	60.7	.0250	43.2	9.3	12.7	19.2	42.2	26.1	624,458	127,830	100,575	43,409	80,620	28,179	36,091
• Delray Beach	46.7	.0192	49.7	7.5	12.3	13.6	49.8	21.1	710,139	81,211	46,044	20,890	27,077	423,931	13,541
• West Palm Beach	71.7	.0295	38.3	10.5	16.2	16.4	37.4	31.6	1,242,044	113,207	94,022	226,869	104,114	489,751	29,023
SUBURBAN TOTAL	581.6	.2390	41.3	8.1	14.5	16.7	41.1	246.0	3,425,986	768,663	381,285	346,317	230,955	690,769	137,800
OTHER COUNTIES															
Baker	18.4	.0076	29.7	11.4	16.8	20.7	20.4	5.3	33,847	11,949	2,599	1,985	1,392	4,744	1,612
Calhoun	9.9	.0040	34.7	8.6	13.8	18.7	30.9	3.4	34,667	9,024	839	2,095	755	11,949	1,970
Charlotte	84.9	.0349	57.5	5.3	8.3	12.5	59.4	38.3	468,546	106,463	37,637	22,010	32,795	135,653	23,478
Citrus	82.8	.0341	53.3	5.7	9.7	14.4	53.1	36.0	345,087	89,155	19,754	22,493	13,380	83,751	13,747
Columbia	41.4	.0170	31.6	10.5	16.0	19.9	24.6	14.9	246,512	55,635	25,644	18,277	9,127	56,747	8,388
De Soto	22.0	.0091	35.2	10.4	14.4	18.0	32.2	7.7	117,655	31,560	7,926	21,550	2,483	17,157	5,399
Dixie	9.1	.0037	34.3	9.0	15.6	20.3	28.6	3.2	34,867	9,975	1,877	4,315	468	5,365	1,003
Flagler	17.0	.0070	43.1	7.6	12.7	15.1	43.8	7.4	48,083	15,058	3,770	402	2,140	14,779	334
Franklin	8.2	.0033	34.8	9.0	13.2	19.2	30.6	3.0	26,628	8,918	3,460	1,307	345	2,646	788
Gilchrist	7.3	.0030	32.7	12.2	12.5	20.7	26.4	2.5	13,494	5,013	1,838	877	111	236	552
Glades	7.3	.0030	37.5	8.0	12.8	17.9	35.1	2.7	9,193	5,206	953	975	210	218	126
Gulf	11.2	.0046	33.8	9.6	13.6	20.2	28.2	3.9	30,072	12,010	1,441	2,315	1,626	3,935	1,883
Hamilton	9.2	.0037	30.3	9.6	15.4	16.5	26.3	3.3	36,964	11,358	2,208	903	948	3,835	1,179

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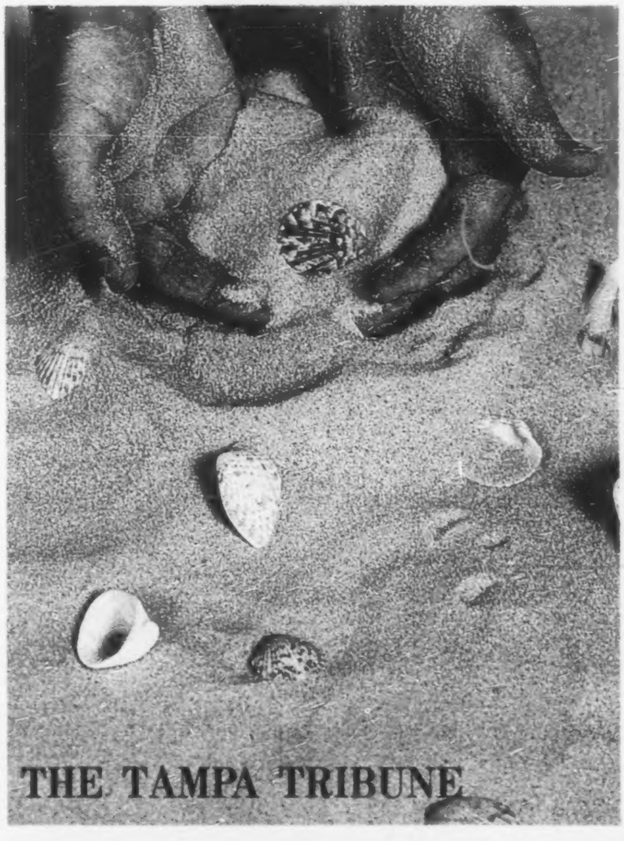

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Hardee	21.3	.0088	31.0	9.7	15.4	17.6	26.2	7.2	96,038	34,255	2,823	5,555	2,491	14,063	6,155
Hendry	22.7	.0093	30.1	9.6	15.8	19.9	22.4	7.6	127,789	44,484	9,145	6,865	1,941	34,676	2,983
Highlands	60.5	.0248	45.7	7.7	11.2	14.8	46.3	25.2	283,093	76,878	23,437	17,110	17,050	74,484	16,396
Holmes	16.3	.0067	35.6	8.7	13.5	20.1	30.7	6.1	36,187	10,329	4,922	1,460	1,483	8,867	1,159
Indian River	81.0	.0333	41.2	8.6	13.2	16.9	40.6	33.4	494,668	108,540	46,758	39,856	31,622	112,500	27,390
Jackson	41.9	.0172	33.0	11.3	14.5	18.1	29.0	14.7	160,503	33,054	7,630	14,319	4,724	56,117	6,328
Jefferson	11.4	.0047	31.4	9.5	15.4	16.4	28.1	3.9	37,951	14,547	691	5,198	1,415	2,753	1,380
Lafayette	4.5	.0019	32.5	9.1	15.5	19.0	27.1	1.5	7,767	3,150	598		446	866	191
Lake	132.1	.0543	44.3	7.2	11.7	16.2	44.5	54.8	767,504	161,529	53,488	75,979	39,528	235,833	27,501
Levy	25.0	.0102	36.8	8.4	13.9	18.2	34.1	9.5	74,432	26,909	6,638	3,780	3,084	13,007	3,880
Liberty	4.6	.0019	33.3	10.3	14.7	19.2	28.2	1.5	7,645	4,092	641		471	293	195
Madison	15.3	.0063	32.6	9.5	13.5	16.9	29.9	5.1	60,631	17,297	3,254	6,527	3,087	8,510	6,533
Monroe	71.7	.0295	37.3	10.6	18.4	19.0	34.0	32.0	492,373	108,031	81,960	51,329	20,443	80,746	21,597
Okeechobee	26.9	.0111	32.7	9.3	14.5	19.0	27.8	9.9	156,652	51,469	18,898	13,680	5,506	20,923	7,946
Putnam	60.4	.0249	36.3	8.8	13.6	17.5	34.0	23.0	256,469	60,789	16,865	29,512	12,674	65,456	8,422
Sumter	30.1	.0124	37.4	10.3	12.3	17.5	35.4	11.3	143,241	35,652	13,910	6,949	2,386	10,961	4,506
Suwannee	25.9	.0106	33.9	8.6	14.5	18.7	29.8	9.5	115,984	34,058	5,952	7,293	5,159	34,120	10,190
Taylor	18.0	.0074	32.6	9.9	15.6	18.3	27.9	6.7	72,352	17,570	6,141	6,227	2,647	19,764	2,769
Union	11.4	.0047	30.7	14.3	30.2	21.5	15.6	2.4	17,888	4,619	798		101	2,854	919
Wakulla	13.7	.0056	31.6	8.7	17.5	19.3	24.8	4.8	19,221	8,237	3,311	1,469	1,348	2,068	225
Walton	26.6	.0110	37.8	8.7	13.2	19.0	34.7	10.6	84,575	26,221	5,248	7,228	3,353	14,985	2,362
Washington	16.1	.0066	36.3	8.1	13.0	19.2	32.7	6.3	47,614	17,051	6,194	5,649	1,205	1,678	3,082
TOTAL METRO COUNTIES	**10,674.5**	**4.3891**	**36.9**	**10.2**	**15.5**	**18.4**	**34.1**	**4,273.5**	**73,829,645**	**13,427,970**	**7,446,502**	**8,091,991**	**4,364,452**	**20,656,695**	**2,628,711**
TOTAL STATE	**11,740.6**	**4.8273**	**37.0**	**10.0**	**15.3**	**18.2**	**34.5**	**4,692.1**	**78,835,837**	**14,698,055**	**7,875,750**	**8,497,480**	**4,592,396**	**21,813,234**	**2,851,279**

FLA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BRADENTON	**2,174,460**	**21,087**	**28.5**	**28.3**	**12.6**	**11.7**	**.0769**
Manatee	2,174,460	21,087	28.5	28.3	12.6	11.7	.0769
• Bradenton	432,976	20,162	27.0	26.9	13.2	10.3	0183
SUBURBAN TOTAL	1,741,484	21,306	28.9	28.6	12.5	12.1	.0586
DAYTONA BEACH	**3,817,169**	**20,237**	**28.9**	**26.3**	**12.4**	**11.9**	**.1320**
Volusia	3,817,169	20,237	28.9	26.3	12.4	11.9	.1320
• Daytona Beach	643,550	16,972	29.1	23.4	9.9	8.9	.0321
SUBURBAN TOTAL	3,173,619	21,118	28.9	26.9	13.0	12.6	.0999
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**16,907,642**	**25,680**	**23.4**	**27.0**	**16.0**	**18.7**	**.5673**
Broward	16,907,642	25,680	23.4	27.0	16.0	18.7	.5673
• Fort Lauderdale	2,485,357	23,185	24.7	25.8	12.8	18.2	1014
• Hollywood	1,846,208	23,966	24.1	25.3	14.5	18.2	.0697
Plantation	929,249	38,613	14.9	22.6	19.4	35.7	.0336
• Pompano Beach	1,178,920	25,958	22.7	27.2	15.4	19.9	0429
SUBURBAN TOTAL	11,397,157	26,474	23.1	27.5	17.0	18.7	.3533
FORT MYERS - CAPE CORAL	**3,570,942**	**22,385**	**27.7**	**28.4**	**14.2**	**13.4**	**.1213**
Lee	3,570,942	22,385	27.7	28.4	14.2	13.4	.1213

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
• Cape Coral	690,348	26,286	24.7	29.8	18.5	16.0	.0194
• Fort Myers	450,382	18,118	29.3	25.1	10.9	9.4	.0302
SUBURBAN TOTAL	2,430,212	22,379	28.2	28.6	13.8	13.6	.0717
FORT PIERCE	**2,246,784**	**20,123**	**27.7**	**27.3**	**12.5**	**10.4**	**.0822**
Martin	1,049,903	21,455	26.8	27.6	13.3	12.5	.0358
St. Lucie	1,196,881	19,206	28.4	27.2	11.9	8.8	.0464
• Fort Pierce	326,891	14,865	28.2	22.2	8.7	6.3	.0215
SUBURBAN TOTAL	1,919,893	21,316	27.6	28.6	13.3	11.3	.0607
FORT WALTON BEACH	**1,575,119**	**22,944**	**27.4**	**27.7**	**15.5**	**13.7**	**.0573**
Okaloosa	1,575,119	22,944	27.4	27.7	15.5	13.7	.0573
• Fort Walton Beach	292,694	25,916	24.1	27.2	17.5	17.1	.0165
SUBURBAN TOTAL	1,282,425	22,470	28.1	27.8	15.1	13.0	.0408
GAINESVILLE	**2,096,178**	**19,522**	**25.0**	**23.1**	**13.3**	**12.6**	**.0762**
Alachua	1,916,249	19,809	24.8	22.8	13.6	13.2	.0692
• Gainesville	936,150	20,012	25.1	22.7	13.5	13.8	.0383
Bradford	179,929	17,337	26.7	25.7	10.8	7.3	.0070
SUBURBAN TOTAL	1,160,028	19,185	24.9	23.4	13.1	11.8	.0379
JACKSONVILLE	**9,903,554**	**23,531**	**23.1**	**26.5**	**15.6**	**15.3**	**.3397**

FLAGLER
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FLORIDA TODAY
PUBLISHED IN BREVARD COUNTY

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S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Clay	990,576	28,078	20.5	26.8	20.1	18.0	.0326
Duval	7,663,421	23,275	23.1	26.4	15.2	15.3	.2657
• Jacksonville	7,164,123	23,162	23.1	26.3	15.3	15.1	.2497
Nassau	406,577	23,689	22.0	29.6	15.9	11.7	.0140
St. Johns	842,980	21,730	26.5	25.9	13.8	14.4	.0274
SUBURBAN TOTAL	2,739,431	24,589	23.1	27.0	16.5	15.9	.0900
LAKELAND - WINTER HAVEN	**3,754,550**	**20,064**	**27.6**	**28.0**	**12.9**	**9.3**	**.1353**
Polk	3,754,550	20,064	27.6	28.0	12.9	9.3	.1353
• Lakeland	724,284	18,865	27.7	26.2	12.1	9.0	.0344
• Winter Haven	256,260	18,125	28.7	24.2	11.5	9.9	.0144
SUBURBAN TOTAL	2,774,006	20,563	27.4	29.0	13.2	9.3	.0865
MELBOURNE - TITUSVILLE - PALM BAY	**4,186,653**	**22,983**	**26.0**	**28.1**	**16.3**	**12.3**	**.1427**
Brevard	4,186,653	22,983	26.0	28.1	16.3	12.3	.1427
• Melbourne	594,932	20,091	28.9	28.8	14.2	7.2	.0282
• Palm Bay	436,443	23,487	26.2	35.4	15.2	9.5	.0129
• Titusville	457,019	22,559	24.4	27.0	16.3	12.0	.0166
SUBURBAN TOTAL	2,698,259	23,872	25.6	26.7	17.0	14.2	.0850
MIAMI - HIALEAH	**21,584,251**	**23,082**	**22.4**	**24.8**	**14.2**	**17.2**	**.7850**
Dade	21,584,251	23,082	22.4	24.8	14.2	17.2	.7850
Coral Gables	809,931	32,170	18.1	20.6	13.2	33.5	.0270
• Hialeah	1,620,653	23,947	23.0	29.2	16.3	13.3	.0665
• Miami	3,736,324	16,927	25.9	22.7	10.0	10.2	.1717
• Miami Beach	1,401,743	13,194	27.4	15.6	6.7	11.2	.0422
North Miami	637,500	23,469	25.1	28.0	15.2	14.6	.0225
SUBURBAN TOTAL	14,825,531	27,475	20.4	26.1	16.5	21.1	.5046
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***38,491,893***	***24,190***	***22.9***	***25.6***	***15.1***	***17.8***	***1.3523***
NAPLES	**1,589,220**	**20,883**	**26.5**	**26.1**	**11.5**	**14.4**	**.0585**
Collier	1,589,220	20,883	26.5	26.1	11.5	14.4	.0585
• Naples	452,675	28,425	21.6	22.8	14.1	27.3	.0223
SUBURBAN TOTAL	1,136,545	19,567	27.7	26.9	10.8	11.2	.0362
OCALA	**1,569,828**	**16,832**	**32.3**	**25.4**	**8.5**	**7.1**	**.0636**
Marion	1,569,828	16,832	32.3	25.4	8.5	7.1	.0636

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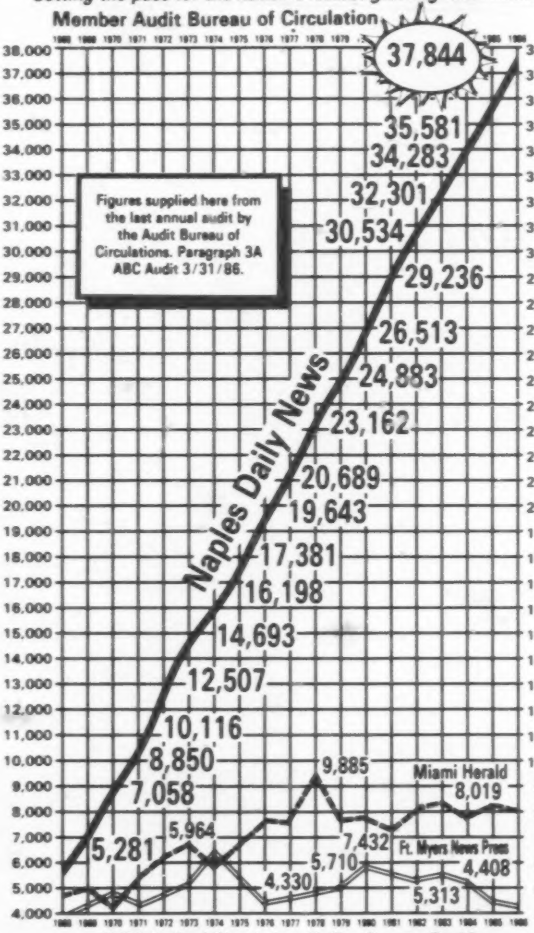

1986 Audited Circulation, Collier County, Florida

The strength of the Naples, Florida market will continue as shown in the projected Population and Retail Sales figures for the years 1985-1990. Population would increase approximately 23.5% and Retail Sales for the same period 71.8%**

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* U.S. Census report, July 1986
** 1986 Survey of Buying Power
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FLA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
• Ocala	444,970	16,821	29.6	23.6	9.3	9.0	.0288
SUBURBAN TOTAL	1,124,858	16,835	33.2	26.1	8.2	6.5	.0348
ORLANDO	**10,809,978**	**24,169**	**24.3**	**27.5**	**15.9**	**15.6**	**.3892**
Orange	6,993,412	24,025	24.3	27.9	15.4	15.7	.2553
• Orlando	1,781,674	20,835	26.2	25.9	13.0	12.8	.0805
Osceola	801,303	18,625	31.0	27.5	11.3	7.6	.0334
Seminole	3,015,263	27,430	21.6	27.0	18.8	18.3	.1005
SUBURBAN TOTAL	9,028,304	24,909	23.8	27.9	16.5	16.2	.3087
PANAMA CITY	**1,049,383**	**17,303**	**30.8**	**25.3**	**10.6**	**6.7**	**.0434**
Bay	1,049,383	17,303	30.8	25.3	10.6	6.7	.0434
• Panama City	322,570	15,122	29.5	22.5	9.5	5.8	.0197
SUBURBAN TOTAL	726,813	18,237	31.6	26.7	11.2	7.1	.0237
PENSACOLA	**3,802,647**	**23,227**	**23.3**	**26.6**	**15.9**	**14.4**	**.1296**
Escambia	3,069,264	23,096	23.5	26.5	15.8	14.3	.1069
• Pensacola	803,623	22,593	22.2	24.3	15.1	15.7	.0304
Santa Rosa	733,383	23,784	22.6	26.7	16.3	14.8	.0227
SUBURPAN TOTAL	2,999,024	23,384	23.7	27.2	16.1	14.0	.0992
SARASOTA	**3,452,925**	**22,299**	**27.4**	**28.4**	**13.4**	**13.8**	**.1195**
Sarasota	3,452,925	22,299	27.4	28.4	13.4	13.8	.1195
• Sarasota	705,636	19,250	29.0	25.5	11.0	11.6	.0317
SUBURBAN TOTAL	2,747,289	23,116	27.1	29.1	14.1	14.4	.0878
TALLAHASSEE	**2,3[illegible]93**	**21,070**	**24.1**	**23.7**	**14.0**	**14.5**	**.0831**
Gadsden	285,[illegible]	15,070	27.5	23.7	8.7	5.1	.0107
Leon	2,092,062	22,614	23.4	23.5	15.2	16.5	.0724
• Tallahassee	1,401,236	19,649	25.0	[illegible]	12.2	15.1	.0526
SUBURBAN TOTAL	976,758	22,850	22.8	26.1	16.7	13.7	.0305
TAMPA - ST. PETERSBURG - CLEARWATER	**23,414,615**	**21,490**	**27.5**	**26.8**	**13.7**	**13.0**	**.8009**
Hernando	740,784	18,119	34.6	28.3	9.9	6.1	.0243
Hillsborough	9,148,995	23,477	23.4	26.4	15.7	15.1	.3248
• Tampa	3,284,226	19,579	25.9	24.5	12.9	11.7	.1393
Pasco	2,515,719	18,296	34.7	27.8	9.7	7.3	.0874
Pinellas	11,009,117	21,575	28.2	26.7	13.5	13.5	.3644
• Clearwater	1,451,678	23,263	27.7	26.2	14.7	16.2	.0631
Largo	887,499	22,371	29.5	30.0	14.5	11.9	.0278
• St. Petersburg	2,975,280	18,918	29.3	24.2	11.9	11.5	1028
SUBURBAN TOTAL	15,703,431	22,223	27.6	27.8	14.2	13.3	.4957
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**11,886,599**	**26,808**	**21.9**	**25.7**	**16.4**	**20.8**	**.3840**
Palm Beach	11,886,599	26,808	21.9	25.7	16.4	20.8	.3840
• Boca Raton	1,256,767	35,212	16.5	24.1	17.2	33.0	.0388
• Delray Beach	765,951	26,309	22.4	26.9	15.9	20.3	.0311
• West Palm Beach	963,200	21,519	25.1	24.4	13.9	14.5	.0473
SUBURBAN TOTAL	8,900,681	26,756	22.0	26.0	16.7	20.4	.2668
OTHER COUNTIES							
Baker	136,355	20,401	27.8	31.7	13.3	6.1	.0045
Calhoun	66,935	14,509	29.1	20.9	9.2	5.1	.0026
Charlotte	993,464	19,125	32.4	26.9	11.4	9.3	.0331
Citrus	827,277	16,916	34.5	25.1	9.1	7.1	.0277
Columbia	375,630	19,155	25.7	27.0	13.0	8.1	.0147
De Soto	181,132	16,874	31.4	25.6	8.3	7.6	.0073
Dixie	68,587	14,419	32.1	19.6	7.4	7.0	.0025
Flagler	188,095	20,082	28.4	30.2	10.6	9.3	.0055
Franklin	63,956	14,885	29.8	22.4	8.9	6.3	.0023
Gilchrist	52,278	15,386	29.7	25.0	10.0	4.4	.0018
Glades	57,723	16,529	33.5	23.6	11.1	5.0	.0017
Gulf	94,212	19,587	23.0	26.2	14.9	8.2	.0031
Hamilton	70,318	16,154	26.4	23.7	9.5	6.7	.0027
Hardee	132,572	13,221	31.4	21.0	6.3	4.2	.0059
Hendry	200,649	20,292	24.8	28.8	11.9	9.9	.0079
Highlands	601,468	17,038	31.6	25.3	8.4	8.5	.0208
Holmes	127,632	15,042	28.1	24.3	7.8	5.4	.0043
Indian River	1,033,998	21,488	27.3	26.5	13.4	13.5	.0339
Jackson	324,555	15,771	28.1	23.8	9.2	6.3	.0122
Jefferson	88,083	14,958	27.8	20.5	9.0	9.1	.0032
Lafayette	33,906	17,043	28.3	25.2	9.5	6.9	.0011
Lake	1,402,953	18,623	32.0	26.0	10.6	9.7	.0500
Levy	212,346	16,427	31.2	24.9	8.2	6.4	.0070
Liberty	36,312	17,452	29.7	20.9	14.0	8.3	.0011
Madison	107,874	16,122	26.7	23.5	7.9	7.9	.0045
Monroe	962,696	21,091	27.9	26.4	12.1	14.3	.0321
Okeechobee	214,647	15,669	33.0	23.7	8.3	5.6	.0091
Putnam	580,718	18,197	27.1	24.6	11.5	9.9	.0199
Sumter	248,446	15,807	30.5	25.0	8.4	5.7	.0096
Suwannee	224,913	17,527	28.5	24.0	11.6	8.3	.0082
Taylor	180,936	19,381	22.9	21.3	14.5	13.2	.0060
Union	70,400	18,895	24.6	33.1	9.3	5.1	.0026
Wakulla	115,819	18,795	27.9	26.5	12.8	8.0	.0034
Walton	244,309	16,890	27.6	23.8	10.0	8.8	.0080
Washington	135,754	16,311	28.0	24.4	9.4	6.7	.0046
TOTAL METRO COUNTIES	**131,770,490**	**22,721**	**25.1**	**26.5**	**14.5**	**15.0**	**4.5877**
TOTAL STATE	**142,227,438**	**22,260**	**25.5**	**26.4**	**14.1**	**14.5**	**4.9526**

GEORGIA

GA.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY	**118.9**	**.0490**	**28.3**	**12.3**	**18.6**	**18.5**	**19.1**	**39.8**	**751,085**	**143,965**	**64,998**	**108,037**	**39,969**	**191,887**	**18,693**
Dougherty	103.5	.0426	28.3	12.5	18.3	18.4	19.3	34.9	741,415	139,235	64,242	108,037	39,303	191,470	17,678
• Albany	85.3	.0351	28.4	12.3	18.4	16.9	20.9	29.1	726,147	134,552	63,147	106,649	38,951	189,963	17,546
Lee	15.4	.0064	28.7	11.4	20.1	19.7	17.5	4.9	9,670	4,730	756		666	417	1,015
SUBURBAN TOTAL	33.6	.0139	28.2	12.3	19.3	22.7	14.2	10.7	24,938	9,413	1,851	1,388	1,018	1,924	1,147
ATHENS	**143.0**	**.0588**	**28.8**	**19.0**	**18.7**	**17.8**	**20.6**	**51.9**	**844,534**	**1[illegible]6,063**	**83,548**	**132,381**	**32,579**	**184,754**	**34,411**
Clarke	78.4	.0322	26.6	26.4	19.3	15.3	18.4	29.3	679,869	118,762	73,248	126,388	26,566	148,201	26,751
• Athens	43.6	.0179	25.2	33.5	17.4	11.4	21.5	16.1	484,773	93,708	63,803	60,494	21,121	86,752	22,956
Jackson	28.4	.0117	32.6	10.1	16.4	20.6	25.4	9.9	113,707	30,792	6,317	5,797	3,941	31,536	6,511
Madison	20.7	.0086	31.7	9.6	18.0	20.7	23.3	7.3	17,768	8,962	1,282	196	460	3,260	523
Oconee	15.5	.0063	30.6	10.5	20.4	21.7	19.3	5.4	33,190	17,547	2,701		1,612	1,757	626
SUBURBAN TOTAL	99.4	.0409	30.3	12.6	19.2	20.7	20.2	35.8	359,761	82,355	19,745	71,887	11,458	98,002	11,455
ATLANTA	**2,543.2**	**1.0455**	**30.9**	**10.9**	**20.6**	**21.9**	**19.6**	**938.7**	**19,050,548**	**3,179,860**	**2,003,375**	**2,419,931**	**945,315**	**4,986,157**	**582,168**
Barrow	25.8	.0106	32.1	9.8	16.3	19.8	25.6	9.1	127,473	27,083	6,891	4,560	1,780	43,306	5,696
Butts	15.4	.0063	30.7	13.1	17.8	18.5	23.8	4.6	33,276	12,100	1,446	1,317	1,450	3,219	1,524
Cherokee	71.0	.0292	30.2	9.4	21.1	21.1	18.7	23.9	201,341	63,315	15,193	6,310	5,293	42,403	10,606
Clayton	173.7	.0714	29.0	11.5	21.3	22.8	14.4	61.0	1,509,420	254,472	103,390	281,677	56,410	440,778	48,894
Cobb	387.7	.1594	30.8	10.7	22.1	24.0	16.7	147.1	2,982,701	484,075	234,942	474,953	141,902	828,894	76,873
• Marietta	42.4	.0174	30.9	15.1	23.6	17.4	23.0	18.7	875,461	130,031	85,161	54,987	46,393	317,636	26,866
Coweta	46.2	.0190	32.3	9.3	16.4	20.6	24.9	16.2	194,440	42,880	10,484	14,399	8,529	65,154	8,176
De Kalb	525.6	.2162	31.1	12.0	20.7	22.1	19.8	198.4	5,113,203	739,481	454,078	658,244	235,918	1,647,704	124,378
Douglas	70.5	.0289	29.6	9.1	20.2	22.5	16.6	22.8	326,857	86,474	26,918	15,019	17,052	100,507	13,041
Fayette	47.4	.0194	32.0	7.0	18.7	27.3	17.0	16.0	140,532	47,587	10,811	390	4,485	17,962	10,766

GA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Forsyth	37.2	.0152	31.3	9.7	18.2	22.0	21.2	13.2	113,023	24,805	12,383	4,863	7,864	28,523	4,520
Fulton	621.4	.2555	31.5	12.2	20.3	19.4	23.5	247.6	5,952,793	850,446	942,226	774,923	308,777	1,177,373	186,555
• Atlanta	445.0	.1830	31.1	13.3	19.9	17.9	24.4	177.3	3,964,339	514,753	626,972	621,470	180,877	742,382	116,869
Gwinnett	265.1	.1090	30.0	9.1	23.1	24.1	14.3	92.5	1,306,889	278,877	118,201	110,794	114,797	286,103	47,264
Henry	47.7	.0196	31.6	9.5	18.1	21.5	22.4	16.1	121,263	28,419	8,890	1,973	1,626	33,004	5,502
Newton	40.5	.0167	31.2	10.2	16.1	20.3	23.5	13.5	146,503	46,165	8,655	8,769	5,050	31,223	8,414
Paulding	32.1	.0132	30.6	9.7	18.6	21.0	20.8	11.2	75,530	15,600	3,651	2,016	706	38,973	3,964
Rockdale	48.0	.0197	31.2	8.7	18.1	24.3	18.8	15.8	270,323	60,200	15,896	24,172	12,383	93,763	8,981
Spalding	52.7	.0217	32.0	9.6	16.5	20.2	24.8	18.1	328,157	82,090	22,020	30,322	17,034	80,512	9,606
Walton	35.2	.0145	31.5	9.5	15.8	20.4	24.1	11.6	106,824	35,791	7,300	5,230	4,259	26,756	7,408
SUBURBAN TOTAL	2,055.8	.8451	30.8	10.3	20.6	22.9	18.5	742.7	14,210,748	2,535,076	1,291,242	1,743,474	718,045	3,926,139	438,433
AUGUSTA	**390.8**	**.1607**	**30.2**	**12.6**	**18.3**	**19.5**	**21.7**	**138.3**	**2,049,248**	**402,802**	**170,520**	**262,836**	**109,366**	**512,553**	**78,038**
Columbia	56.2	.0231	29.4	10.1	20.6	22.9	15.6	19.3	130,709	37,689	7,208	20,091	10,029	13,573	5,347
McDuffie	20.5	.0084	31.3	10.2	16.6	19.5	24.3	7.3	113,673	27,039	7,665	6,781	4,023	21,279	5,125
Richmond	194.8	.0801	29.4	15.0	18.7	18.2	21.4	66.8	1,259,016	203,890	116,956	172,028	81,756	354,495	39,733
• Augusta	47.4	.0195	35.5	11.8	15.4	14.3	36.1	20.0	422,534	77,364	38,037	18,149	26,487	136,447	22,911
Aiken, S. C.	*119.3*	*.0491*	*31.9*	*10.4*	*16.7*	*20.1*	*24.6*	*44.9*	*545,850*	*134,184*	*38,691*	*63,936*	*13,558*	*123,206*	*27,833*
SUBURBAN TOTAL	343.4	.1412	29.6	12.7	18.7	20.2	19.7	118.3	1,626,714	325,438	132,483	244,687	82,879	376,106	55,127
COLUMBUS	**248.1**	**.1020**	**29.3**	**14.9**	**17.9**	**17.9**	**21.8**	**85.3**	**1,288,196**	**220,446**	**108,668**	**166,704**	**88,211**	**378,431**	**38,279**
Chattahoochee	20.9	.0086	22.7	37.2	24.6	10.9	2.3	3.2	3,445	1,174	1,682				
Muscogee	178.5	.0734	30.2	13.3	17.9	18.5	23.0	64.3	1,133,429	164,530	93,357	147,258	86,054	358,424	30,404
• Columbus	177.6	.0730	30.2	13.4	17.7	18.5	23.0	63.7	1,133,429	164,530	93,355	147,258	86,054	358,424	30,404
Russell, Ala.	*48.7*	*.0200*	*31.7*	*10.8*	*15.9*	*18.9*	*25.8*	*17.8*	*151,322*	*54,742*	*13,629*	*19,446*	*2,157*	*20,007*	*7,875*
SUBURBAN TOTAL	70.5	.0290	27.1	18.6	18.5	16.5	18.9	21.6	154,767	55,916	15,313	19,446	2,157	20,007	7,875
MACON - WARNER ROBINS	**282.7**	**.1162**	**30.8**	**11.7**	**17.5**	**20.1**	**22.6**	**100.1**	**1,725,782**	**342,356**	**136,600**	**222,722**	**88,941**	**495,306**	**57,802**
Bibb	156.5	.0643	31.8	11.3	17.3	18.6	25.8	56.7	1,126,823	193,969	97,930	167,509	69,867	299,104	38,557
• Macon	120.7	.0496	31.9	11.9	16.8	17.2	27.6	45.0	1,081,706	185,235	92,388	162,077	67,791	291,832	40,768
Houston	85.1	.0350	29.5	12.2	18.0	22.7	17.4	29.4	498,164	119,227	32,438	50,662	16,513	171,916	12,966
• Warner Robins	45.3	.0186	29.7	12.3	17.8	22.8	17.7	16.3	388,004	91,441	22,933	43,953	12,929	141,320	10,327
Jones	20.1	.0082	30.9	9.8	18.2	21.3	21.3	6.7	15,740	6,805	331		1,280	850	2,945
Peach	21.0	.0087	29.0	14.7	16.1	19.2	21.1	7.3	85,055	22,355	5,901	4,551	1,281	23,436	3,334
SUBURBAN TOTAL	116.7	.0480	30.2	11.4	17.9	22.0	19.4	38.8	256,072	65,680	21,279	16,692	8,221	62,154	6,707
SAVANNAH	**238.5**	**.0981**	**30.9**	**11.9**	**17.7**	**18.2**	**24.5**	**86.3**	**1,540,126**	**293,280**	**182,145**	**194,666**	**87,963**	**372,179**	**48,592**
Chatham	216.0	.0888	30.9	12.2	17.8	17.9	24.8	78.6	1,506,716	281,557	181,480	192,361	86,642	362,742	47,738
• Savannah	149.9	.0616	31.0	12.5	17.1	17.0	26.1	55.5	1,255,266	232,381	135,142	183,645	66,728	307,781	39,726
Effingham	22.5	.0093	30.3	9.7	16.7	21.0	21.2	7.7	33,410	11,723	665	2,305	1,321	9,437	854
SUBURBAN TOTAL	88.6	.0365	30.7	11.0	18.6	20.3	21.7	30.8	284,860	60,899	47,003	11,021	21,235	64,398	8,866
OTHER COUNTIES															
Appling	17.1	.0070	30.1	10.0	15.9	18.8	23.4	5.6	69,895	20,404	6,255	4,168	2,684	16,361	2,531
Atkinson	6.5	.0027	30.7	9.8	14.9	19.0	24.7	2.0	14,186	4,992	640	650	431	2,705	492
Bacon	9.9	.0040	30.9	9.2	15.9	18.3	25.2	3.5	35,348	9,482	1,888	939	1,000	11,122	3,017
Baker	3.6	.0015	30.8	10.6	14.4	16.9	27.0	1.2	4,006	2,726					129
Baldwin	38.0	.0157	30.8	14.4	16.8	18.6	24.4	11.9	206,634	47,309	17,239	32,970	7,966	44,277	8,658
Banks	10.3	.0042	32.8	9.8	16.8	20.4	25.8	3.6	15,198	2,004	3,598	375	553	207	
Bartow	46.8	.0192	31.8	9.6	16.8	20.8	23.8	16.3	242,744	59,286	20,183	9,910	12,758	52,459	6,906
Ben Hill	17.7	.0073	32.7	9.2	16.0	17.2	29.1	6.4	76,015	20,531	4,956	5,669	5,479	15,172	3,540
Berrien	14.3	.0059	32.5	9.9	15.8	19.8	26.2	5.1	47,516	9,754	1,467	3,905	2,128	19,892	1,398
Bleckley	10.6	.0044	32.2	13.5	14.1	19.8	26.2	3.6	33,094	11,427	1,623	3,058	2,367	6,010	2,787
Brantley	10.4	.0043	30.0	9.4	17.4	20.2	21.1	3.6	9,369	4,335	758		1,383	566	284
Brooks	15.2	.0062	32.1	9.3	13.6	16.4	29.6	5.1	50,176	12,126	1,226	1,294	2,427	23,680	1,565
Bryan	13.4	.0055	29.1	10.0	18.1	19.5	19.8	4.3	28,352	7,256	3,166	131	466	3,575	700
Bulloch	37.5	.0155	27.6	20.5	15.7	16.8	21.6	12.3	224,714	54,574	17,047	34,617	9,906	57,585	6,529
Burke	20.5	.0084	29.5	10.5	15.3	16.0	25.6	6.6	76,286	31,879	5,859	3,445	7,705	10,870	3,782
Calhoun	5.5	.0023	31.9	10.3	13.3	15.7	30.2	1.5	11,796	3,897	93	340	556	3,892	572
Camden	17.9	.0073	27.9	16.3	16.5	18.9	19.4	5.6	91,942	27,551	6,770	4,727	3,724	23,699	2,301
Candler	7.7	.0032	34.5	8.5	14.9	17.1	32.2	2.7	38,759	10,387	872	1,061	905	13,205	840
Carroll	64.5	.0265	30.4	13.9	16.5	19.4	22.9	22.2	298,093	67,634	23,631	39,513	8,787	66,643	13,658
☐ Catoosa	40.3	.0166	31.7	9.6	18.2	22.7	21.4	14.2	241,999	91,086	20,025	32,910	13,533	39,931	5,647
Charlton	8.2	.0034	29.4	10.2	14.4	19.5	22.5	2.7	23,397	5,319	1,756	1,152	1,022	10,482	669
Chattooga	21.7	.0089	34.2	9.1	15.3	19.6	29.1	7.8	100,458	30,285	6,493	5,889	2,006	20,644	4,023
Clay	3.5	.0015	34.0	9.0	13.9	14.9	33.7	1.2	6,457	3,723	652	127			610
Clinch	6.9	.0028	29.8	10.1	15.9	18.5	23.3	2.3	13,313	5,382	843	489	600	2,722	1,380
Coffee	29.9	.0123	30.1	11.3	16.4	18.0	23.9	10.1	139,379	29,141	10,218	11,940	5,162	28,893	5,220
Colquitt	36.6	.0151	32.3	9.3	15.4	18.4	27.5	13.1	158,143	37,341	11,025	16,310	5,284	33,143	7,559
Cook	14.1	.0058	31.6	9.1	15.3	18.3	26.6	4.9	44,596	11,188	4,514	1,499	2,389	7,648	2,304
Crawford	8.6	.0035	30.5	10.3	16.2	20.7	22.0	2.5	5,480	2,049	274		133	1,152	
Crisp	20.3	.0083	31.0	10.0	15.7	16.6	27.1	7.2	158,919	37,728	12,035	17,920	5,283	25,031	5,287
☐ Dade	12.8	.0053	30.5	12.1	17.1	20.7	21.5	4.2	39,090	15,467	2,616	1,103	1,462	3,391	449
Dawson	6.5	.0027	32.4	9.2	18.0	20.0	25.3	2.3	9,905	1,450	290	178	431	950	141
Decatur	26.9	.0110	30.7	10.3	15.2	16.9	26.6	9.1	109,957	28,685	5,663	9,603	2,805	25,831	8,199
Dodge	16.9	.0069	33.1	8.8	15.2	18.4	28.7	6.0	87,009	24,836	11,307	9,500	1,546	17,185	3,983
Dooly	10.7	.0044	31.3	9.3	14.3	16.4	28.4	3.8	52,680	5,972	1,251	1,199	4,216	21,434	1,382
Early	13.1	.0054	31.3	9.2	13.6	17.6	27.4	4.7	45,418	12,758	1,393	3,788	1,051	10,974	2,856
Echols	2.4	.0010	30.1	10.4	16.0	20.1	22.1	.8	472	234	238				
Elbert	19.0	.0078	33.5	9.8	15.3	18.9	28.9	7.0	105,179	22,364	5,088	3,855	2,443	48,573	4,084
Emanuel	22.1	.0091	31.8	9.5	15.2	17.8	27.4	7.5	96,742	23,256	6,613	5,115	5,094	26,756	4,567
Evans	8.3	.0034	31.4	10.4	14.5	17.9	26.9	3.0	45,535	11,591	1,474	4,558	1,748	[illegible]	2,262
Fannin	16.0	.0066	37.1	7.6	15.2	19.7	33.2	6.1	52,608	20,152	4,136	5,693	1,269	[illegible]	1,769
Floyd	81.0	.0334	33.5	10.8	16.0	20.3	27.4	29.8	402,077	90,040	34,837	55,487	22,209	91,925	17,352
Franklin	16.6	.0069	34.7	10.1	14.8	20.1	29.4	6.1	96,486	19,247	2,414	2,624	2,584	42,972	3,139
Gilmer	12.5	.0051	34.5	9.4	15.5	20.9	28.3	4.4	40,645	6,746	2,687	2,664	2,372	13,372	3,241

GA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Glascock	2.4	.0010	37.0	9.5	13.3	18.3	34.5	8	3,055	1,188	497	211	98	189	
Glynn	59.9	.0246	32.5	10.3	16.9	19.8	26.0	22.7	362,537	61,951	41,364	41,320	17,553	69,067	13,052
Gordon	34.6	.0142	32.0	9.5	16.8	21.3	23.6	12.1	167,762	33,926	17,762	15,959	21,335	17,935	7,027
Grady	22.7	.0094	32.0	9.4	15.0	17.9	27.6	7.6	94,956	30,996	3,361	3,591	2,133	24,906	2,188
Greene	12.1	.0050	32.2	9.7	14.3	16.8	29.3	4.0	33,642	13,850	1,431	1,469	1,751	8,883	801
Habersham	27.1	.0111	31.6	15.1	15.6	19.3	25.4	9.6	136,074	30,019	7,591	4,289	7,386	38,113	6,887
Hall	87.2	.0359	32.3	10.3	17.3	21.4	24.0	31.2	501,513	101,757	49,553	69,972	21,277	129,123	22,568
Hancock	9.8	.0040	29.8	10.0	15.0	15.9	26.3	3.0	15,023	6,596	1,181	434	238	1,810	938
Haralson	20.4	.0084	34.0	8.8	15.4	20.9	27.6	7.4	58,999	20,133	2,574	2,819	1,680	11,669	4,946
Harris	18.0	.0074	34.3	8.9	15.6	19.5	29.4	6.4	17,510	7,955	1,184	435	1,410	2,406	249
Hart	19.8	.0081	33.4	9.2	15.5	18.9	28.6	6.8	55,767	14,110	6,125	5,042	3,186	12,567	3,217
Heard	7.3	.0030	33.1	9.5	14.6	19.3	28.0	2.4	9,765	3,344	291		1,800	1,367	620
Irwin	9.4	.0039	33.7	8.4	14.0	18.3	29.8	3.3	14,173	4,123	745	310	277	2,848	1,014
Jasper	8.2	.0033	32.6	9.4	16.4	18.5	27.5	2.9	12,420	5,407	856	627	227	1,263	634
Jeff Davis	12.4	.0051	30.7	10.1	16.7	19.1	23.7	4.4	54,015	20,943	3,100	3,208	2,570	10,184	3,170
Jefferson	19.2	.0079	31.1	9.7	15.5	15.8	28.2	6.6	65,272	14,600	3,473	2,841	2,310	22,225	3,660
Jenkins	8.9	.0037	31.4	10.8	15.2	17.1	27.3	2.9	29,856	12,216	984	174	882	5,958	1,683
Johnson	9.0	.0037	32.9	9.7	14.3	17.3	29.7	3.2	12,465	5,294	934	191	677	2,196	711
Lamar	13.0	.0054	32.6	10.0	15.8	18.6	27.6	4.5	32,440	11,100	2,753	3,690	630	8,194	1,953
Lanier	5.9	.0024	30.5	10.3	14.5	18.6	24.8	2.0	10,703	3,295	261	137	461	4,218	558
Laurens	39.2	.0161	32.6	9.5	15.6	18.9	27.4	13.7	254,522	51,635	18,507	30,104	12,833	70,354	9,585
Liberty	44.7	.0183	23.4	26.9	20.1	13.9	9.8	12.3	116,320	24,213	12,019	11,639	12,074	17,570	2,201
Lincoln	7.3	.0030	32.7	9.8	15.2	18.5	28.0	2.2	12,858	4,185	898	276	266	3,303	1,002
Long	5.4	.0023	27.7	14.1	16.9	16.6	21.0	1.8	3,014	1,503	95		83	477	119
Lowndes	74.1	.0304	28.6	14.8	17.5	18.3	20.5	25.4	436,097	73,477	40,572	43,342	24,654	114,159	20,209
Lumpkin	12.1	.0050	29.9	17.3	15.6	19.5	22.5	4.0	37,833	8,455	3,297	1,988	767	15,821	2,657
McIntosh	9.0	.0037	32.0	11.0	15.0	17.4	28.1	2.9	26,268	7,782	1,073	1,115	146	7,059	922
Macon	14.6	.0060	30.4	10.6	15.4	16.3	26.6	5.0	31,474	8,425	750	3,093	1,084	6,415	2,714
Marion	5.6	.0023	31.5	9.7	14.4	19.0	26.0	1.8	15,352	4,713	169	545		2,687	1,384
Meriwether	21.8	.0089	31.5	9.9	15.5	17.7	26.9	7.1	68,189	15,181	3,045	4,487	2,068	27,072	2,117
Miller	6.9	.0029	32.7	9.5	14.2	17.9	28.8	2.6	17,311	6,438	171	222	725	5,414	678
Mitchell	21.8	.0089	29.6	10.0	15.1	17.2	24.7	6.9	73,847	23,930	2,491	3,528	5,097	20,093	1,946
Monroe	17.0	.0070	32.5	11.2	16.3	19.6	26.5	5.5	43,908	15,444	6,380	1,161	568	953	3,160
Montgomery	7.3	.0030	29.6	16.0	15.5	17.1	24.6	2.3	47,034	7,399	3,455	7,318	2,285	20,693	1,069
Morgan	12.6	.0052	31.3	9.8	15.6	18.5	25.7	4.1	70,502	17,361	4,866	2,641	1,205	17,132	2,672

The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,376,100 Population
- 478,400 Households
- $12,762,555,000 Effective Buying Income
- $6,954,283,000 Retail Sales
- $1,388,081,000 Food Sales

Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Athens
Augusta
Macon
Columbus
Savannah
Albany

Source: S&MM's Survey of Buying Power 1986

GA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Murray	23.4	.0096	29.9	10.5	18.1	21.8	18.9	8.1	77,656	37,822	3,136	2,392	2,443	8,945	4,941
Oglethorpe	9.7	.0040	32.5	9.3	15.5	20.6	25.5	3.5	25,621	5,268	283	1,197	96	14,392	694
Pickens	13.2	.0054	34.1	9.5	15.9	20.8	27.8	4.9	55,658	11,103	1,736	2,541	1,085	22,069	4.685
Pierce	13.0	.0053	31.3	9.3	16.4	19.3	24.6	4.4	34,467	9,503	1,632	380	848	9,071	1,128
Pike	10.2	.0042	33.1	8.8	15.5	20.9	26.2	3.3	6,601	1,914	159	182	100	190	831
Polk	33.8	.0139	34.1	9.8	14.5	19.7	29.0	12.1	123,744	39,874	5,841	10,967	4,964	29,404	8,530
Pulaski	8.9	.0037	33.5	9.4	14.1	19.2	28.7	3.2	36,350	13,450	1,760	1,434	1,778	8,426	1,459
Putnam	12.3	.0050	32.5	10.0	16.2	18.6	27.3	4.3	34,677	14,999	1,535	1,258	479	6,053	1,136
Quitman	2.2	.0009	33.4	9.4	13.5	15.1	32.7	.8	3,851	2,106		220		769	
Rabun	11.1	.0046	36.2	8.7	15.6	19.9	31.9	4.2	55,138	13,010	4,681	1,442	1,962	7,987	1,244
Randolph	9.5	.0039	32.6	11.1	13.4	15.0	31.7	3.3	20,659	7,829	726	1,091	1,467	3,320	1,215
Schley	3.5	.0015	31.0	8.7	15.2	18.7	25.3	1.1	12,416	3,503	278	382	338	4,306	
Screven	15.5	.0064	31.9	10.3	15.7	16.7	28.5	5.5	47,614	15,896	1,738	2,293	1,398	11,689	2,800
Seminole	9.6	.0039	32.7	9.9	14.1	17.4	29.3	3.3	29,655	10,781	845	1,807	1,281	7,155	1,773
Stephens	22.4	.0092	33.6	10.3	16.0	18.8	28.9	8.2	129,560	30,054	9,204	18,210	3,488	30,854	8,362
Stewart	6.0	.0024	32.4	9.8	13.1	16.3	30.3	1.9	12,714	4,196	840	414	167	2,780	942
Sumter	30.6	.0126	30.1	12.8	16.3	16.5	25.5	10.2	190,304	34,632	14,184	9,899	5,542	27,447	8,663
Talbot	6.4	.0027	31.9	10.2	15.8	17.8	27.3	2.1	7,838	2,213	388	679	77	1,509	298
Taliaferro	2.0	.0008	38.3	7.6	13.4	14.7	38.6	.8	863	131	297	70	125		
Tattnall	18.3	.0075	32.2	10.0	16.8	18.7	26.6	6.2	53,748	13,746	2,139	1,590	4,345	18,146	2,232
Taylor	7.9	.0033	32.9	10.2	14.1	19.1	28.0	2.7	18,785	4,740	477	932	445	5,053	1,312
Telfair	11.1	.0045	33.4	9.4	14.4	16.8	30.9	4.0	45,469	15,200	1,725	4,538	3,270	7,853	1,999
Terrell	12.0	.0050	30.7	10.2	14.8	16.4	27.3	4.0	37,274	12,075	2,253	924	1,295	6,861	1,114
Thomas	38.3	.0157	32.0	10.0	15.4	18.5	26.9	13.3	191,074	35,821	15,789	16,886	9,712	53,561	6,770
Tift	34.8	.0143	29.7	12.8	16.4	18.3	23.0	11.9	276,091	44,313	27,375	23,243	9,753	64,087	10,269
Toombs	24.8	.0102	31.5	9.9	15.4	19.5	25.1	8.9	88,810	26,422	6,236	5,498	3,553	15,781	3,644
Towns	6.4	.0026	38.3	12.6	12.7	17.9	36.3	2.6	19,554	3,823	2,261	1,642	734	3,379	521
Treutlen	6.0	.0025	32.1	9.2	15.0	17.0	28.6	2.1	9,281	4,299	781	164	668	737	581
Troup	54.5	.0224	32.5	10.5	16.5	17.3	28.5	19.7	327,140	65,993	22,912	33,177	21,537	78,926	12,548
Turner	9.8	.0040	30.8	9.6	14.7	17.6	26.2	3.2	52,108	15,017	2,527	3,113	2,727	11,739	847
Twiggs	10.6	.0044	29.7	11.6	14.4	18.0	24.3	3.5	7,759	2,499	158	792	363	568	147
Union	11.0	.0045	35.4	9.1	15.0	19.3	31.2	4.1	23,319	4,435	2,772	567	319	5,098	2,261
Upson	26.3	.0108	35.0	9.3	14.8	19.0	31.0	9.5	115,286	30,811	9,309	9,698	6,665	21,412	4,629
☐ Walker	56.6	.0233	33.2	9.6	16.2	20.8	26.3	20.2	227,167	92,977	6,092	9,071	7,464	29,590	5,750
Ware	37.9	.0156	32.1	9.7	16.2	18.3	27.1	13.3	275,340	50,349	16,419	55,020	14,969	59,643	10,166
Warren	6.3	.0026	32.6	9.1	14.8	16.4	30.0	2.0	13,492	3,760	510	300	521	5,266	551
Washington	19.6	.0080	31.2	10.4	15.6	17.1	27.0	6.5	82,488	21,622	4,923	7,313	2,178	24,225	4,781
Wayne	21.8	.0090	31.5	10.1	16.5	19.2	25.0	7.2	123,253	20,299	6,054	6,303	11,160	43,926	7,109
Webster	2.2	.0009	31.7	9.9	15.3	16.7	28.2	.8	3,545	546		1,593		917	
Wheeler	5.6	.0023	32.8	8.0	15.0	16.6	30.1	1.9	2,995	531	143		225	847	
White	11.9	.0049	34.3	10.4	15.7	21.0	27.9	4.3	26,373	4,571	3,300	950	771	8,162	1,462
Whitfield	71.2	.0292	31.1	10.6	17.8	21.8	21.3	25.1	473,281	87,450	36,575	65,195	59,300	99,862	13,801
Wilcox	7.7	.0032	34.1	8.9	14.4	17.0	31.8	2.6	6,001	2,056	121	765	306	800	548
Wilkes	11.3	.0047	34.5	9.3	15.0	18.5	30.7	4.0	60,168	18,172	1,636	3,653	1,189	13,991	3,329
Wilkinson	11.2	.0046	30.4	11.2	15.3	18.6	24.3	3.7	24,609	9,250	1,920	1,098	1,637	4,547	
Worth	19.4	.0079	30.9	10.0	16.1	18.8	24.7	6.4	49,037	12,599	2,003	4,099	754	17,607	3,130
TOTAL METRO COUNTIES	**3,906.9**	**1.6064**	**30.6**	**11.8**	**19.7**	**20.9**	**20.4**	**1,416.3**	**27,060,603**	**4,769,376**	**2,726,267**	**3,466,979**	**1,399,088**	**7,050,966**	**834,121**
TOTAL STATE	**6,124.0**	**2.5179**	**30.9**	**11.5**	**18.4**	**20.1**	**22.3**	**2,181.9**	**36,683,723**	**7,048,044**	**3,432,128**	**4,347,430**	**1,877,930**	**9,342,020**	**1,244,600**

GA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ALBANY	**1,148,535**	**22,669**	**22.4**	**26.9**	**16.9**	**11.5**	**.0443**
Dougherty	969,399	21,783	23.0	27.5	16.0	10.2	.0398
• Albany	760,063	20,208	23.5	25.8	14.5	10.1	.0345
Lee	179,136	31,518	17.7	22.6	23.4	20.5	.0045
SUBURBAN TOTAL	388,472	29,571	19.1	30.0	23.3	15.3	.0098
ATHENS	**1,413,789**	**19,610**	**27.0**	**25.4**	**13.1**	**10.5**	**.0527**
Clarke	823,209	18,792	26.4	22.8	12.2	12.4	.0340
• Athens	418,085	15,393	29.4	19.5	9.2	9.9	.0205
Jackson	253,936	20,454	26.9	30.2	13.6	7.4	.0090
Madison	167,914	18,391	32.1	28.2	11.9	4.9	.0049
Oconee	168,730	25,756	22.2	27.9	18.7	14.0	.0048
SUBURBAN TOTAL	995,704	21,598	25.8	28.3	14.8	10.8	.0322
ATLANTA	**34,278,189**	**29,025**	**19.0**	**25.9**	**18.8**	**21.5**	**1.1710**
Barrow	219,181	19,307	26.2	29.1	12.2	6.9	.0084
Butts	146,672	22,151	25.5	26.5	15.3	12.6	.0044
Cherokee	705,654	25,106	21.6	32.2	19.4	10.3	.0217
Clayton	2,097,757	29,856	18.6	31.6	23.0	16.2	.0802
Cobb	6,505,625	37,495	14.3	23.7	22.0	32.1	.2017
• Marietta	676,173	26,448	21.5	27.4	16.4	19.9	.0326
Coweta	486,032	23,111	21.8	26.4	16.7	13.0	.0159
De Kalb	7,451,097	30,104	19.1	26.9	18.7	23.1	.2721
Douglas	798,750	31,450	16.6	29.9	24.4	17.9	.0259
Fayette	720,665	40,127	11.9	19.3	26.8	33.2	.0188
Forsyth	422,406	25,553	21.6	29.5	16.7	15.9	.0123
Fulton	8,532,393	23,037	22.0	22.3	13.3	19.8	.3150
• Atlanta	5,294,887	18,909	24.6	22.0	11.2	14.4	.2060
Gwinnett	3,577,755	34,054	14.8	28.5	25.3	22.8	.1084
Henry	498,832	26,214	20.6	31.5	19.5	11.9	.0148
Newton	403,529	24,106	22.5	29.1	18.2	12.5	.0131
Paulding	298,787	22,648	22.3	31.6	15.5	8.6	.0091
Rockdale	574,335	31,979	16.7	27.8	23.3	20.6	.0191
Spalding	519,922	21,895	25.2	27.2	14.8	12.1	.0197
Walton	318,797	21,280	25.4	27.7	15.5	9.7	.0104
SUBURBAN TOTAL	28,307,129	31,493	17.6	26.8	20.7	23.2	.9324
AUGUSTA	**4,175,461**	**22,705**	**23.6**	**27.5**	**15.6**	**12.7**	**.1440**
Columbia	680,079	29,229	19.0	27.7	21.0	18.7	.0188
McDuffie	163,471	17,184	28.2	28.7	7.9	6.3	.0068
Richmond	2,020,307	21,504	24.8	26.4	14.1	12.6	.0755
• Augusta	435,030	13,824	27.2	19.1	8.1	7.7	.0198
Aiken, S. C.	*1,311,604*	*23,045*	*23.2*	*28.7*	*16.8*	*11.4*	*.0429*
SUBURBAN TOTAL	3,740,381	24,296	23.0	28.9	16.9	13.6	.1242
COLUMBUS	**2,384,546**	**19,455**	**26.3**	**27.0**	**12.4**	**9.3**	**.0866**

GA. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Chattahoochee	222,861	24,381	28.3	39.6	14.5	10.1	.0055
Muscogee	1,784,162	20,190	26.2	26.9	13.0	10.4	.0676
• Columbus	1,768,885	20,209	26.2	27.0	13.0	10.4	.0673
Russell, Ala.	*377,523*	*15,660*	*26.9*	*24.8*	*9.7*	*5.1*	*.0135*
SUBURBAN TOTAL	615,661	17,441	27.0	27.0	10.5	6.0	.0193
MACON - WARNER ROBINS	**3,209,588**	**25,267**	**21.4**	**25.2**	**17.7**	**16.7**	**.1121**
Bibb	1,723,999	23,272	22.2	24.6	15.9	15.3	.0646
• Macon	1,288,260	21,184	23.4	24.5	14.2	13.4	.0535
Houston	1,052,016	30,492	19.7	26.0	21.7	20.6	.0347
• Warner Robins	574,510	30,826	19.3	26.7	22.8	19.6	.0213
Jones	218,471	25,812	21.4	29.4	18.3	14.3	.0056
Peach	215,102	21,200	22.7	22.6	15.6	14.2	.0072
SUBURBAN TOTAL	1,346,818	28,166	20.0	25.5	19.6	19.4	.0373
SAVANNAH	**2,661,784**	**23,059**	**22.8**	**24.6**	**16.1**	**15.2**	**.0956**
Chatham	2,437,219	22,890	22.9	24.2	15.8	15.6	.0893
• Savannah	1,581,084	20,388	24.2	23.7	13.8	13.3	.0644
Effingham	224,565	24,756	21.1	28.8	19.3	11.0	.0063
SUBURBAN TOTAL	1,080,700	28,606	20.0	26.4	20.3	18.7	.0312
OTHER COUNTIES							
Appling	126,071	16,503	28.6	26.4	8.5	6.6	.0049
Atkinson	37,036	13,588	31.3	20.5	5.2	5.0	.0015
Bacon	86,009	18,157	25.1	26.5	9.1	10.3	.0030
Baker	24,200	15,000	28.3	22.0	9.2	4.3	.0008
Baldwin	411,202	24,445	24.7	26.4	15.9	16.9	.0142
Banks	85,936	18,930	30.7	30.7	10.6	5.6	.0026
Bartow	415,054	20,669	26.8	31.6	13.2	7.0	.0156
Ben Hill	140,891	15,555	27.7	23.4	10.4	5.8	.0055
Berrien	117,576	17,981	28.0	27.5	9.9	6.9	.0041
Bleckley	98,284	20,229	25.8	25.8	14.7	9.9	.0032
Brantley	94,681	21,602	24.6	29.6	15.4	9.1	.0027
Brooks	104,815	14,377	27.5	20.7	10.4	5.2	.0040
Bryan	95,883	18,679	27.6	32.9	9.2	4.6	.0033
Bulloch	317,787	18,464	27.8	26.5	11.0	8.6	.0130
Burke	186,356	20,132	24.5	23.2	14.1	13.0	.0063
Calhoun	32,379	16,027	24.8	25.2	7.5	7.7	.0013
Camden	146,019	19,959	24.4	24.5	15.1	10.3	.0058
Candler	59,186	14,916	31.1	22.1	7.8	6.6	.0024
Carroll	609,091	21,823	24.1	29.4	14.2	10.5	.0215
☐ Catoosa	383,422	23,155	23.1	31.1	17.5	8.7	.0147
Charlton	67,327	19,623	27.2	28.3	12.9	7.8	.0023
Chattooga	179,256	18,796	28.6	30.4	10.9	5.5	.0069
Clay	24,586	12,610	26.7	17.2	8.5	7.0	.0008
Clinch	59,098	18,650	28.8	23.0	16.2	7.7	.0018
Coffee	230,453	16,705	28.4	26.1	8.9	6.8	.0090
Colquitt	330,991	18,497	28.6	24.8	13.0	8.6	.0118
Cook	114,877	17,761	31.6	27.6	8.3	7.6	.0039
Crawford	68,508	21,314	22.7	30.9	15.4	6.6	.0019
Crisp	154,323	15,433	26.8	24.7	8.9	5.1	.0076
☐ Dade	98,626	19,010	25.5	31.2	10.9	5.5	.0035
Dawson	50,942	17,855	27.4	28.8	11.2	4.6	.0016
Decatur	227,513	18,698	26.9	27.0	11.4	8.3	.0082
Dodge	137,324	16,858	24.3	23.1	11.1	7.9	.0055
Dooly	68,461	13,551	30.5	19.7	7.3	3.6	.0031
Early	103,838	14,541	25.8	22.0	9.0	8.0	.0037
Echols	22,234	22,450	20.4	28.9	14.6	12.4	.0006
Elbert	155,581	17,490	28.8	27.6	10.9	4.8	.0063
Emanuel	159,148	14,885	30.0	23.9	7.1	5.8	.0064
Evans	67,565	16,804	30.0	24.8	9.5	6.7	.0028
Fannin	119,540	14,688	31.5	23.5	8.1	3.8	.0044
Floyd	852,203	22,393	24.4	27.9	16.1	11.5	.0292
Franklin	144,179	18,509	25.8	27.0	12.8	6.3	.0059
Gilmer	91,052	15,631	30.4	27.5	7.2	3.8	.0035
Glascock	18,700	16,381	26.7	23.1	8.8	9.0	.0005
Glynn	664,091	22,059	23.8	27.4	14.8	12.3	.0234
Gordon	307,302	20,460	27.6	30.4	13.3	7.6	.0115
Grady	153,994	15,154	29.8	23.7	9.6	4.2	.0062
Greene	87,985	17,118	28.7	26.4	10.0	5.5	.0032
Habersham	261,674	20,698	27.3	29.8	13.1	8.6	.0094
Hall	1,007,194	25,420	22.1	28.7	17.4	15.4	.0342
Hancock	55,697	13,518	31.7	21.1	6.0	3.8	.0020
Haralson	173,762	18,613	28.4	29.1	11.1	6.1	.0058
Harris	184,554	22,477	21.3	27.5	14.5	12.6	.0050
Hart	168,292	19,495	28.4	30.0	10.8	7.9	.0056
Heard	63,142	20,361	27.6	27.6	14.3	9.0	.0018
Irwin	72,827	15,316	33.3	19.6	10.2	6.7	.0023
Jasper	85,145	21,694	23.2	24.5	17.3	12.5	.0023
Jeff Davis	98,360	17,896	28.8	28.6	9.6	6.0	.0038
Jefferson	144,903	15,299	26.3	22.5	9.8	7.0	.0053
Jenkins	57,958	13,720	28.3	20.7	7.9	5.4	.0024
Johnson	70,352	15,793	26.2	25.5	9.8	5.8	.0021
Lamar	114,484	20,028	26.2	28.3	11.9	9.8	.0036
Lanier	47,233	17,717	28.5	24.6	10.9	9.1	.0015
Laurens	342,808	18,175	27.4	24.4	12.9	8.4	.0142
Liberty	384,702	17,810	35.3	27.8	9.7	6.0	.0125
Lincoln	50,010	17,768	27.6	30.5	9.3	4.6	.0017
Long	40,503	16,932	28.8	23.2	15.5	4.8	.0012
Lowndes	664,918	18,918	27.8	26.5	11.9	8.8	.0261
Lumpkin	119,877	20,851	26.1	27.0	16.5	8.5	.0037
McIntosh	60,571	15,542	27.0	23.6	10.3	4.8	.0023
Macon	127,834	17,883	25.6	22.1	11.9	10.5	.0039
Marion	38,355	16,776	24.6	24.1	8.2	7.8	.0015
Meriwether	188,707	20,170	23.6	25.4	13.5	11.3	.0063
Miller	46,767	13,433	30.9	20.8	7.1	3.9	.0017
Mitchell	161,169	16,687	25.1	23.3	11.4	7.9	.0059
Monroe	142,567	20,209	26.5	28.8	12.6	9.1	.0047
Montgomery	53,513	15,948	32.0	22.8	8.3	7.9	.0025
Morgan	95,108	17,539	29.8	27.0	10.7	6.2	.0041
Murray	195,770	19,870	27.5	33.5	10.2	5.9	.0068
Oglethorpe	90,300	20,081	26.2	26.2	15.3	8.6	.0028
Pickens	115,724	17,624	29.7	25.5	11.0	7.0	.0041
Pierce	103,394	18,291	25.6	27.7	11.4	7.1	.0035
Pike	90,709	22,000	24.5	26.7	18.2	9.4	.0024
Polk	312,276	20,576	23.6	28.1	15.1	8.1	.0106
Pulaski	79,414	18,297	23.6	23.6	14.2	8.9	.0029
Putnam	108,922	20,048	23.0	28.6	11.5	10.0	.0035
Quitman	15,485	13,542	30.3	19.5	7.9	4.9	.0005

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GA. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Rabun	102,942	18,000	28.5	25.4	11.0	8.7	.0038
Randolph	68,175	12,902	25.4	22.6	5.8	5.0	.0023
Schley	23,433	16,968	23.6	26.0	8.8	6.7	.0009
Screven	124,737	15,315	27.2	22.0	9.6	7.1	.0044
Seminole	73,799	16,159	25.3	23.0	9.7	8.7	.0026
Stephens	198,943	18,769	29.8	29.1	12.7	4.9	.0077
Stewart	33,864	12,596	27.0	20.8	6.6	3.7	.0014
Sumter	280,951	20,040	24.8	25.7	12.8	11.6	.0110
Talbot	51,947	18,760	27.1	28.3	9.7	9.1	.0017
Taliaferro	12,151	11,520	31.8	18.0	3.9	1.6	.0003
Tattnall	146,468	15,916	30.3	22.4	9.6	7.3	.0051
Taylor	78,995	19,667	23.3	22.6	12.3	14.3	.0024
Telfair	84,037	14,791	29.0	22.1	8.8	6.0	.0032
Terrell	91,924	16,237	24.2	21.9	10.4	9.2	.0033
Thomas	350,549	19,569	26.7	26.8	12.7	9.5	.0128
Tift	327,951	19,447	26.3	24.9	13.5	10.3	.0141
Toombs	202,585	16,590	26.1	24.3	10.4	6.8	.0072
Towns	59,169	14,795	29.1	24.0	7.1	5.6	.0020
Treutlen	42,559	13,942	26.2	21.8	7.6	6.2	.0013
Troup	546,792	21,052	23.1	26.9	13.8	11.4	.0203
Turner	56,750	12,483	30.8	18.7	5.1	4.4	.0028
Twiggs	94,838	22,068	23.4	27.5	16.5	10.0	.0026
Union	85,406	14,768	33.2	21.0	7.0	5.8	.0029
Upson	255,755	20,790	26.8	28.9	13.7	9.1	.0087
☐ Walker	325,726	20,900	26.5	30.3	14.1	7.7	.0181
Ware	334,627	18,322	26.8	25.5	12.0	8.8	.0144
Warren	45,198	16,961	25.7	27.4	7.5	8.2	.0016
Washington	166,704	18,319	25.7	23.8	12.5	9.7	.0061
Wayne	196,774	19,510	27.0	23.4	14.5	11.0	.0076
Webster	19,216	15,880	27.7	20.4	10.1	10.0	.0005
Wheeler	39,101	14,597	29.5	23.3	6.9	6.4	.0011
White	96,453	16,667	26.1	28.4	8.9	4.7	.0032
Whitfield	714,179	22,564	25.4	31.2	15.5	9.7	.0274
Wilcox	47,593	13,244	28.4	21.1	8.2	2.7	.0016
Wilkes	92,979	17,041	24.7	24.3	12.4	6.5	.0037
Wilkinson	100,399	22,064	23.4	29.8	15.0	9.4	.0031
Worth	161,219	19,486	24.6	27.3	13.2	8.3	.0053
TOTAL METRO COUNTIES	**48,590,539**	**26,644**	**20.6**	**26.1**	**17.7**	**18.6**	**1.6862**
TOTAL STATE	**68,084,208**	**23,495**	**22.7**	**26.3**	**15.8**	**15.1**	**2.3908**

HAWAII

HAWAII

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
HONOLULU	**830.3**	**.3414**	**30.1**	**13.6**	**20.2**	**19.7**	**20.5**	**258.5**	**5,107,706**	**891,203**	**929,327**	**692,799**	**148,813**	**768,097**	**314,736**
Honolulu	830.3	.3414	30.1	13.6	20.2	19.7	20.5	258.5	5,107,706	891,203	929,327	692,799	148,813	768,097	314,736
• Honolulu	395.7	.1627	33.2	11.9	20.5	19.5	26.9	142.2	3,699,489	577,672	750,415	512,464	120,578	442,614	208,233
SUBURBAN TOTAL	434.6	.1787	27.2	15.2	19.9	19.8	14.7	116.3	1,408,217	313,531	178,912	180,335	28,235	325,483	106,503
OTHER COUNTIES															
Hawaii	111.4	.0458	31.4	9.6	18.7	18.3	25.0	35.8	644,036	174,436	76,437	45,967	25,152	113,242	34,660
Kauai	46.1	.0190	31.9	9.1	18.5	18.2	26.0	14.5	336,557	94,554	51,517	18,840	9,880	41,631	17,265
Maui	89.8	.0369	31.7	9.7	19.8	18.5	24.9	29.0	740,499	171,803	134,938	64,565	28,054	78,432	32,052
TOTAL METRO COUNTIES	**830.3**	**.3414**	**30.1**	**13.6**	**20.2**	**19.7**	**20.5**	**258.5**	**5,107,706**	**891,203**	**929,327**	**692,799**	**148,813**	**768,097**	**314,736**
TOTAL STATE	**1,077.6**	**.4431**	**30.5**	**12.7**	**19.9**	**19.4**	**21.6**	**337.8**	**6,828,798**	**1,331,996**	**1,192,219**	**822,171**	**211,899**	**1,001,402**	**398,713**

fish where they're biting

The Honolulu Advertiser
Honolulu Star-Bulletin
TV RADIO
?
Fish will run
School opens

Catch the attention of more than 500,000 Hawaii residents daily and 5 million tourists annually by advertising in the Honolulu Star-Bulletin and Advertiser.

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Get more than a nibble on the line! Hawaii ranks 3rd nationwide in per household retail sales and 5th in median household effective buying income (EBI).*

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* 1986 S & MM Survey of Buying Power

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HAWAII
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
HONOLULU	**10,815,751**	**30,899**	**20.4**	**24.4**	**18.5**	**25.2**	**.3535**
Honolulu	10,815,751	30,899	20.4	24.4	18.5	25.2	.3535
• Honolulu	5,741,183	28,928	21.1	24.5	16.4	24.4	.2040
SUBURBAN TOTAL	5,074,568	33,099	19.5	24.5	21.0	26.0	.1495
OTHER COUNTIES							
Hawaii	1,139,568	23,476	24.1	27.3	15.7	14.1	.0414
Kauai	502,468	26,687	22.7	29.5	19.3	15.4	.0190
Maui	972,508	25,444	21.6	28.5	17.3	15.3	.0387
TOTAL METRO COUNTIES	**10,815,751**	**30,899**	**20.4**	**24.4**	**18.5**	**25.2**	**.3535**
TOTAL STATE	**13,430,295**	**29,221**	**20.9**	**25.4**	**18.1**	**22.7**	**.4526**

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

IDAHO

IDAHO
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP
1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BOISE	**202.4**	**.0832**	**30.1**	**11.8**	**20.3**	**19.7**	**20.3**	**74.7**	**1,026,576**	**228,424**	**139,033**	**87,988**	**58,852**	**208,277**	**54,916**
Ada	202.4	.0832	30.1	11.8	20.3	19.7	20.3	74.7	1,026,576	228,424	139,033	87,988	58,852	208,277	54,916
• Boise	114.0	.0469	30.9	13.3	20.4	18.6	23.1	45.4	806,490	158,604	113,851	75,088	49,321	172,721	39,302
SUBURBAN TOTAL	88.4	.0363	29.0	9.8	20.5	21.2	16.6	29.3	220,086	69,820	25,182	12,900	9,531	35,556	15,614
OTHER COUNTIES															
Adams	3.7	.0016	33.6	8.1	15.5	21.2	26.6	1.2	9,939	4,844	695			1,572	91
Bannock	70.6	.0290	27.8	13.8	19.3	17.2	18.9	24.1	346,069	68,029	31,974	48,366	12,007	85,304	17,841
Pocatello	46.1	.0190	28.2	15.7	19.6	16.5	20.2	16.8	289,383	55,027	26,203	35,320	10,239	77,362	17,082
Bear Lake	7.1	.0029	29.1	8.8	14.5	15.9	25.5	2.4	25,556	9,022	1,108	955	695	3,813	318
Benewah	9.0	.0037	31.6	8.8	17.5	20.1	24.0	3.1	26,755	10,906	1,801		126	6,912	1,689
Bingham	39.4	.0162	26.9	9.2	16.0	17.5	19.6	11.7	116,958	35,775	7,682	5,847	3,752	32,935	4,265
Blaine	12.9	.0053	30.4	11.6	28.4	20.7	16.1	5.3	106,909	26,269	20,157	290	8,352	9,804	5,394
Boise	3.5	.0014	31.4	8.9	19.6	19.7	23.2	1.5	2,532	863	549	64	84	133	
Bonner	29.3	.0121	32.6	7.8	19.1	19.4	26.0	10.4	140,553	39,209	12,401	3,701	5,931	34,945	6,919
Bonneville	71.5	.0294	27.8	10.8	17.6	18.8	18.5	23.0	444,524	88,569	35,200	53,577	28,739	95,587	16,038
Boundary	7.9	.0032	31.3	7.8	17.6	18.8	24.7	2.6	40,795	13,693	2,382	2,364	560	8,756	786
Butte	3.3	.0014	30.3	8.1	15.4	18.3	24.4	1.0	9,518	1,081	617		655	2,417	1,308
Camas	.8	.0003	32.1	9.0	15.7	21.4	24.0	.3	1,194	203	464	368			
Canyon	90.3	.0372	30.8	10.7	16.3	17.8	25.3	30.3	486,565	106,813	33,288	54,828	15,378	133,776	16,390
Caribou	9.1	.0037	26.7	10.4	16.9	17.5	18.5	3.1	33,079	8,001	2,065	1,694	1,675	9,875	1,046
Cassia	21.0	.0086	27.8	9.6	15.4	16.7	22.3	6.4	195,904	41,678	13,552	10,240	7,845	60,578	10,673
Clark	.8	.0004	30.6	9.9	14.1	21.4	22.4	.3	1,417	171	392	81		68	
Clearwater	9.8	.0040	31.9	9.1	16.8	21.7	23.0	3.5	26,301	9,232	4,144	645	978	5,682	439
Custer	5.0	.0020	34.0	6.9	16.7	21.2	27.1	2.0	26,705	7,838	2,428		721	1,220	831
Elmore	21.9	.0090	26.0	17.5	19.6	18.3	14.0	6.9	84,063	23,012	5,793	2,760	1,183	21,747	2,467
Franklin	9.3	.0039	27.8	8.6	13.0	15.3	25.3	2.8	32,925	7,611	1,716	2,210	2,571	7,083	1,364
Fremont	11.1	.0045	27.6	8.9	14.5	17.1	22.1	3.6	28,210	8,022	2,568	1,035	824	5,795	529
Gem	12.4	.0051	33.6	8.5	14.6	18.5	29.4	4.3	34,779	12,433	2,104	1,917	1,234	7,196	1,204
Gooding	12.5	.0052	34.3	8.4	14.1	17.9	31.1	4.4	45,438	9,043	4,751	5,535	1,241	7,291	2,173
Idaho	14.8	.0061	32.8	8.7	16.1	19.2	27.3	5.3	37,540	12,668	3,455	2,500	2,115	4,405	2,351
Jefferson	17.0	.0069	26.4	9.8	15.6	16.6	20.0	5.0	47,404	24,966	1,267	725	1,049	7,211	2,867
Jerome	16.1	.0067	30.9	9.4	16.3	17.7	25.6	5.5	66,055	20,256	3,784	4,458	2,314	11,525	1,088
Kootenai	72.0	.0296	32.1	9.1	18.0	20.3	24.4	25.4	319,474	80,734	27,620	19,683	9,688	86,451	13,115
Latah	29.8	.0122	27.9	22.6	19.8	16.0	19.9	10.7	160,087	32,280	13,143	24,356	9,269	32,998	9,634
Lemhi	7.4	.0031	33.1	7.9	16.3	19.8	27.1	2.7	38,383	6,463	2,721	2,148	718	9,285	1,228
Lewis	3.9	.0016	34.3	8.6	14.7	19.3	29.7	1.4	12,997	3,944	1,303	726	88	479	1,011
Lincoln	3.5	.0014	32.2	8.0	16.9	17.3	27.9	1.2	15,191	2,783	1,125	800	1,255	379	1,400
Madison	22.8	.0094	22.0	31.9	12.4	11.6	12.3	5.6	121,710	21,162	7,645	10,579	22,097	19,035	7,399
Minidoka	21.1	.0087	28.5	10.1	15.4	16.8	23.2	6.7	51,259	15,194	3,255	1,920	1,992	13,618	1,653
Nez Perce	34.0	.0139	33.1	10.3	16.9	19.1	27.7	12.7	226,040	43,600	19,969	32,301	11,526	60,822	12,328
Oneida	3.6	.0015	33.3	7.0	12.7	15.6	32.2	1.1	10,288	2,545	717	623	232	3,713	
Owyhee	8.7	.0036	30.0	9.6	14.6	17.0	25.7	2.8	26,201	11,516	1,249	2,181	561	1,478	411
Payette	16.7	.0069	33.8	8.4	15.9	18.8	29.6	5.9	43,006	15,300	2,663	1,745	2,520	10,136	909
Power	7.7	.0031	28.9	8.6	18.8	18.3	20.2	2.6	15,336	5,587	2,899	432	294	948	320
Shoshone	17.7	.0073	31.1	9.6	17.3	18.4	24.8	6.2	73,471	25,700	4,920	265	1,233	10,515	3,304
Teton	3.2	.0013	28.6	9.4	17.6	16.1	22.6	.9	12,118	2,998	1,323	1,166	521	860	93
Twin Falls	56.4	.0232	32.1	10.0	16.1	18.2	27.2	19.6	365,044	72,354	30,101	40,143	19,422	90,492	17,818
Valley	6.8	.0028	31.6	8.4	22.5	20.4	21.9	2.3	37,646	9,762	5,852	1,251	974	3,106	307
Washington	8.7	.0036	35.4	7.3	13.8	16.9	33.4	3.1	18,024	5,587	1,972	2,325	252	2,957	830
TOTAL METRO COUNTIES	**202.4**	**.0832**	**30.1**	**11.8**	**20.3**	**19.7**	**20.3**	**74.7**	**1,026,576**	**228,424**	**139,033**	**87,988**	**58,852**	**208,277**	**54,916**
TOTAL STATE	**1,036.5**	**.4262**	**29.9**	**11.3**	**17.7**	**18.4**	**22.5**	**355.6**	**4,990,538**	**1,176,140**	**463,847**	**434,792**	**241,523**	**1,121,179**	**224,747**

IDAHO

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BOISE	**2,386,114**	**24,397**	**25.1**	**29.3**	**17.0**	**13.1**	**.0775**
Ada	2,386,114	24,397	25.1	29.3	17.0	13.1	.0775
• Boise	1,432,506	23,336	26.0	28.2	15.9	13.1	.0498
SUBURBAN TOTAL	953,608	25,924	23.5	31.2	18.7	13.0	.0277
OTHER COUNTIES							
Adams	30,202	20,562	26.5	34.0	11.7	5.8	.0010
Bannock	677,101	22,800	24.4	32.5	16.0	8.4	.0243
Pocatello	466,234	22,115	24.9	31.4	15.8	8.1	.0175
Bear Lake	60,759	20,842	25.7	34.0	11.9	6.1	.0021
Benewah	80,947	22,266	20.3	35.3	13.5	6.8	.0025
Bingham	344,874	23,243	24.3	30.6	16.1	11.2	.0115
Blaine	159,573	20,585	30.3	27.8	12.9	10.8	.0059
Boise	37,968	20,604	28.0	33.7	13.1	5.1	.0009
Bonner	213,672	15,345	30.1	24.8	8.9	4.1	.0089
Bonneville	714,298	25,247	23.5	31.8	17.8	12.2	.0269
Boundary	56,787	16,970	29.2	28.3	10.9	3.0	.0025
Butte	31,476	22,714	24.7	26.0	16.4	13.5	.0010
Camas	10,191	25,364	21.0	37.4	15.3	13.7	.0003
Canyon	770,258	18,834	30.4	28.5	11.8	6.5	.0302
Caribou	94,254	26,235	19.6	39.4	14.8	10.3	.0030
Cassia	159,999	18,807	30.4	28.6	11.9	6.3	.0083
Clark	7,834	19,900	30.0	32.6	8.3	8.7	.0003
Clearwater	103,211	24,530	23.0	31.8	17.3	10.3	.0031
Custer	45,827	17,019	32.1	27.1	9.2	5.6	.0017
Elmore	164,044	16,648	40.8	26.7	8.0	3.7	.0062
Franklin	64,916	18,964	34.2	32.5	10.3	3.4	.0025
Fremont	111,200	24,146	22.5	31.4	16.8	11.7	.0034
Gem	95,233	16,228	26.9	26.2	10.6	4.9	.0034
Gooding	102,890	16,842	33.3	25.3	8.9	6.0	.0036
Idaho	113,008	16,456	33.2	27.2	8.9	3.3	.0039
Jefferson	120,954	19,418	27.8	30.8	12.3	5.3	.0043
Jerome	137,339	18,920	31.4	29.4	10.3	7.1	.0050
Kootenai	715,991	21,584	26.2	28.2	15.4	10.0	.0245
Latah	313,440	20,635	27.3	26.7	14.2	10.4	.0109
Lemhi	54,886	15,547	35.7	23.8	9.3	2.5	.0023
Lewis	39,963	22,812	24.8	30.5	17.4	8.6	.0013
Lincoln	25,123	16,263	33.8	27.6	7.4	3.5	.0010
Madison	156,537	20,620	30.0	30.0	12.4	9.4	.0069
Minidoka	200,380	23,157	26.1	34.0	15.2	9.4	.0062
Nez Perce	371,072	22,721	22.2	27.9	16.1	11.2	.0136
Oneida	26,104	18,903	28.9	29.8	13.5	3.5	.0009
Owyhee	56,859	14,198	33.6	20.1	6.6	4.4	.0022
Payette	134,952	17,063	32.1	26.5	9.1	5.7	.0046
Power	77,374	23,167	23.4	33.2	14.4	10.4	.0022
Shoshone	217,191	29,393	18.7	27.4	21.4	17.4	.0066
Teton	21,044	17,857	32.8	29.1	9.4	5.6	.0008
Twin Falls	558,270	20,965	28.2	29.8	12.9	9.8	.0215
Valley	61,845	21,132	30.1	31.1	15.2	7.3	.0023
Washington	73,546	16,276	31.0	23.7	9.5	7.4	.0024
TOTAL METRO COUNTIES	**2,386,114**	**24,397**	**25.1**	**29.3**	**17.0**	**13.1**	**.0775**
TOTAL STATE	**9,999,506**	**21,264**	**27.0**	**29.4**	**14.3**	**9.4**	**.3544**

ILLINOIS

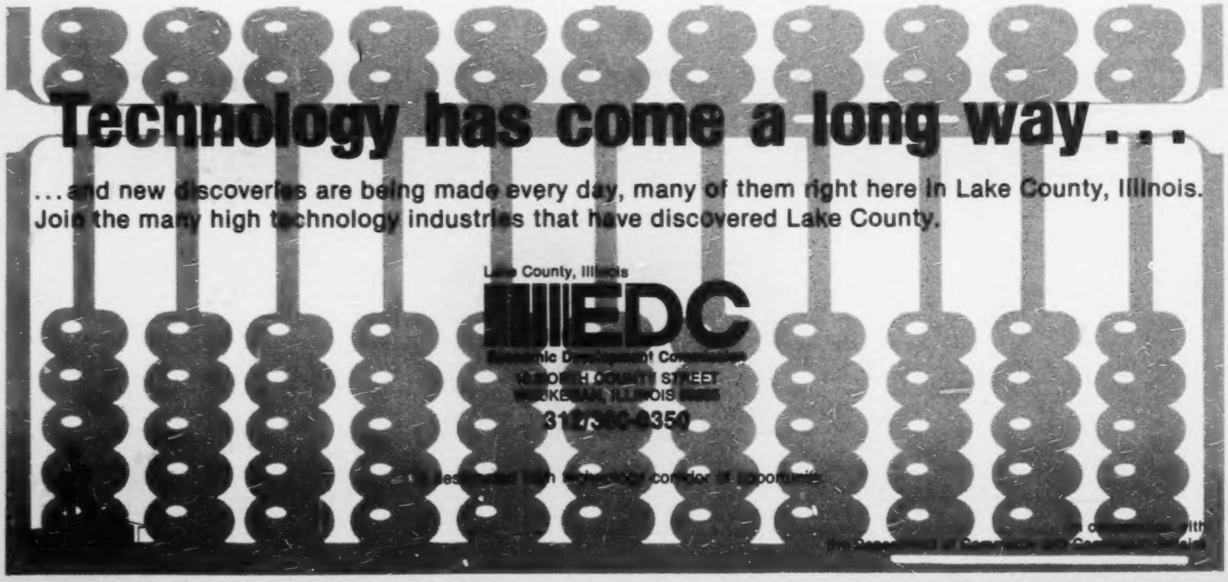
ILL.

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
AURORA - ELGIN	**350.6**	**.1442**	**30.4**	**10.7**	**18.8**	**20.0**	**21.4**	**123.0**	**1,756,402**	**357,669**	**168,176**	**200,928**	**68,472**	**350,439**	**90,781**
Kane	310.5	.1277	30.5	10.8	18.8	19.7	21.8	109.1	1,667,285	334,669	161,995	196,241	64,334	327,012	88,313
• Aurora	90.5	.0372	29.3	11.9	19.4	16.9	22.1	32.1	682,626	76,551	55,509	181,868	34,053	114,043	20,267
• Elgin	71.4	.0294	31.2	11.6	20.3	17.1	25.1	27.5	446,276	82,064	26,782	31,125	20,229	116,756	27,643
Kendall	40.1	.0165	30.1	9.7	19.1	22.5	18.0	13.9	89,117	23,000	6,181	4,687	4,138	23,427	2,468
SUBURBAN TOTAL	188.7	.0776	30.6	9.7	18.0	22.6	19.6	63.4	627,500	199,054	85,885	12,065	14,190	119,640	42,871
BLOOMINGTON - NORMAL	**125.4**	**.0516**	**28.6**	**20.9**	**17.5**	**16.8**	**21.9**	**45.7**	**792,514**	**133,208**	**76,859**	**112,004**	**40,359**	**182,580**	**32,640**
McLean	125.4	.0516	28.6	20.9	17.5	16.8	21.9	45.7	792,514	133,208	76,859	112,004	40,359	182,580	32,640
• Bloomington	48.0	.0197	30.7	16.5	20.1	15.5	25.9	20.7	559,407	71,344	49,844	86,564	31,416	163,371	21,683



Technology has come a long way . . .

. . . and new discoveries are being made every day, many of them right here in Lake County, Illinois. Join the many high technology industries that have discovered Lake County.

Lake County, Illinois
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Economic Development Commission
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[illegible] designated high technology corridor of opportunity.

In cooperation with
the Department of Commerce and Community Affairs

ILL. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Normal	37.0	.0152	23.6	40.4	14.4	14.3	13.0	10.6	151,927	40,453	18,967	22,898	6,420	1,957	10,157
SUBURBAN TOTAL	40.4	.0167	32.5	8.4	17.6	20.6	25.1	14.4	81,180	21,411	8,048	2,542	2,523	17,252	800
CHAMPAIGN - URBANA - RANTOUL	**170.9**	**.0702**	**26.5**	**26.1**	**19.8**	**15.6**	**17.5**	**61.6**	**1,042,944**	**179,026**	**117,521**	**151,243**	**49,402**	**217,659**	**38,421**
Champaign	170.9	.0702	26.5	26.1	19.8	15.6	17.5	61.6	1,042,944	179,026	117,521	151,243	49,402	217,659	38,421
• Champaign	60.7	.0250	25.2	32.8	19.0	13.5	17.9	23.2	547,592	91,476	68,245	95,599	25,299	81,513	25,502
• Rantoul	20.1	.0083	23.5	29.2	19.5	14.0	10.3	5.9	99,929	7,977	8,974	7,961	3,542	46,852	1,075
• Urbana	34.1	.0140	25.1	35.1	20.9	11.9	17.4	11.9	163,990	35,960	25,103	21,779	5,312	18,727	8,696
SUBURBAN TOTAL	56.0	.0229	30.3	12.1	19.8	20.8	19.8	20.6	231,433	43,613	15,199	25,904	15,249	70,567	3,148
CHICAGO	**6,166.3**	**2.5353**	**32.4**	**11.1**	**18.0**	**19.7**	**25.5**	**2,257.6**	**37,545,044**	**6,418,984**	**3,873,338**	**4,269,399**	**2,203,522**	**7,823,856**	**1,834,686**
Cook	5,262.9	2.1639	32.6	11.2	17.6	19.3	26.5	1,936.0	30,769,067	5,439,109	3,355,890	3,498.997	1,905,190	6,142,521	1,570,269
Arlington Heights	69.1	.0284	34.3	9.1	15.8	25.5	23.4	23.8	566,502	91,481	48,013	25,827	38,269	213,004	23,748
Berwyn	45.5	.0187	43.1	9.2	14.4	17.0	42.7	19.4	226,340	26,507	29,538	18,823	14,059	55,077	19,189
• Chicago	3,020.3	1.2418	31.9	11.7	17.7	18.1	26.4	1,131.2	13,668,968	2,633,204	1,755,888	1,487,744	865,464	1,884,376	817,254
• Chicago Heights	35.5	.0146	30.1	11.9	16.1	17.3	24.8	11.8	317,584	38,141	24,219	15,533	5,929	164,965	7,540
Cicero	61.1	.0251	36.7	10.5	16.1	17.3	34.8	24.8	181,551	42,731	32,862	2,540	6,476	40,009	8,197
Des Plaines	57.1	.0235	35.4	10.2	16.3	22.2	28.4	20.6	427,460	56,635	62,171	15,898	7,819	154,078	19,207
• Evanston	71.8	.0295	32.9	16.0	20.5	17.9	27.7	28.0	526,795	76,340	43,532	23,101	38,086	200,214	17,058
Mount Prospect	53.4	.0220	33.7	11.3	16.6	23.8	24.1	19.6	526,981	99,546	31,910	99,891	31,677	58,713	22,061
Oak Lawn	58.2	.0239	38.3	10.6	12.5	19.6	34.7	20.6	637,970	99,978	41,606	56,227	30,495	255,837	27,749
Oak Park	54.9	.0226	33.1	9.7	22.5	18.8	26.9	23.3	314,054	64,496	21,860	19,343	19,616	96,683	17,533
Schaumburg	57.7	.0237	29.7	9.5	26.0	23.9	12.3	21.6	1,228,604	90,429	64,036	237,774	103,717	450,050	19,374
Skokie	59.6	.0245	41.7	8.7	13.3	20.3	38.9	22.7	710,978	63,621	50,934	115,681	60,651	174,004	24,489
Du Page	738.2	.3035	31.3	10.3	20.2	22.6	19.9	264.3	6,079,609	828,225	455,198	712,099	269,145	1,481,917	229,177
Downers Grove	44.4	.0183	33.3	9.0	19.4	22.8	23.9	17.0	440,475	81,659	23,894	163	21,498	163,678	20,747
Elmhurst	45.5	.0187	35.4	9.9	15.0	21.4	29.2	16.0	370,670	53,637	25,484	82	6,810	180,943	11,611
Naperville	57.6	.0237	31.4	8.0	17.3	27.0	16.8	18.9	349,323	86,462	34,338	1,543	16,698	81,912	27,451
Wheaton	51.0	.0210	31.5	12.4	19.8	21.6	21.4	18.2	236,738	44,747	11,174	68	11,548	94,508	16,917
McHenry	165.2	.0679	31.4	9.2	18.5	21.8	21.6	57.3	696,368	151,650	62,250	58,303	29,187	199,418	35,240
SUBURBAN TOTAL	3,038.7	1.2494	32.9	10.3	17.9	21.5	24.7	1,086.6	23,031,697	3,671.299	2,049,699	2,743,021	1,294,043	5,574,301	992,834
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***8,131.7***	***3.3434***	***31.9***	***11.1***	***18.1***	***19.8***	***24.5***	***2,925.6***	***48,384,495***	***8,460,938***	***4,882,592***	***5,410,272***	***2,653,210***	***10,638,294***	***2,353,989***
DAVENPORT - ROCK ISLAND - MOLINE	**386.0**	**.1586**	**31.5**	**11.3**	**17.7**	**19.0**	**24.8**	**146.2**	**2,250,797**	**445,763**	**231,119**	**320,372**	**94,465**	**553,721**	**84,585**
Henry	56.0	.0230	33.3	9.3	15.7	19.6	27.7	20.7	205,231	39,857	20,424	8,810	10,596	58,525	9,666
Rock Island	164.0	.0674	32.5	11.6	16.7	18.7	27.1	62.9	1,047,606	197,213	104,461	144,013	31,571	282,776	45,615
• Moline	45.6	.0187	33.7	11.5	17.1	18.2	29.6	18.8	461,643	63,660	51,551	104,808	21,333	97,207	16,245
• Rock Island	45.1	.0185	32.6	13.5	15.7	15.8	30.4	17.5	192,609	31,903	21,776	11,870	3,898	51,498	10,427

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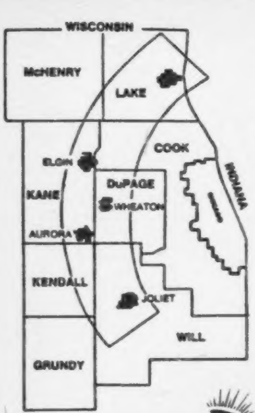

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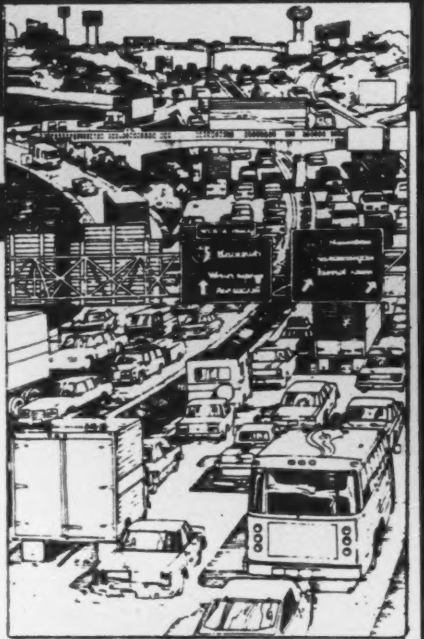

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ILL. (cont.)

S&MM ESTIMATES

	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Scott, Iowa	*166.0*	*.0682*	*30.2*	*11.6*	*19.4*	*19.1*	*21.5*	*62.6*	*997,960*	*208,693*	*106,234*	*167,549*	*52,298*	*212,420*	*29,304*
• *Davenport*	*103.9*	*.0427*	*30.3*	*12.7*	*19.7*	*17.1*	*23.6*	*40.9*	*723,799*	*138,364*	*75,676*	*125,472*	*42,624*	*174,201*	*21,998*
SUBURBAN TOTAL	191.4	.0787	31.5	9.9	17.3	20.9	23.0	69.0	872,746	211,836	82,116	78,222	26,610	230,815	35,915
DECATUR	**128.0**	**.0526**	**32.5**	**10.8**	**16.8**	**19.1**	**26.7**	**48.9**	**803,171**	**148,214**	**65,190**	**122,972**	**44,679**	**187,764**	**31,668**
Macon	128.0	.0526	32.5	10.8	16.8	19.1	26.7	48.9	803,171	148,214	65,190	122,972	44,679	187,764	31,668
• Decatur	91.4	.0376	33.0	11.5	16.2	17.6	29.2	36.3	659,818	120,547	55,091	89,512	40,105	168,287	28,636
SUBURBAN TOTAL	36.6	.0150	31.4	9.0	17.6	22.8	20.9	12.6	143,353	27,667	10,099	33,460	4,574	19,477	3,032
JOLIET	**381.1**	**.1567**	**29.7**	**10.5**	**19.4**	**20.3**	**19.5**	**125.2**	**1,607,737**	**311,778**	**142,421**	**163,350**	**49,100**	**409,173**	**84,875**
Grundy	33.2	.0137	31.9	10.3	17.0	19.5	25.2	12.2	147,821	33,215	11,991	10,202	4,017	41,105	6,648
Will	347.9	.1430	29.5	10.5	19.6	20.4	18.9	113.0	1,459,916	278,563	130,430	153,148	45,083	368,068	78,227
• Joliet	78.6	.0323	31.4	12.1	17.6	15.8	27.7	28.3	670,852	112,930	53,250	110,059	24,854	186,913	32,952
SUBURBAN TOTAL	302.5	.1244	29.3	10.1	20.0	21.5	17.2	96.9	936,885	198,848	89,171	53,291	24,246	222,260	51,923
KANKAKEE	**102.9**	**.0423**	**31.2**	**11.1**	**16.6**	**18.4**	**25.4**	**36.9**	**488,055**	**104,556**	**52,260**	**55,311**	**24,374**	**125,355**	**22,658**
Kankakee	102.9	.0423	31.2	11.1	16.6	18.4	25.4	36.9	488,055	104,556	52,260	55,311	24,374	125,355	22,658
• Kankakee	29.1	.0120	32.2	11.2	15.9	15.8	29.9	11.3	235,313	41,618	25,983	28,550	16,547	50,668	17,778
SUBURBAN TOTAL	73.8	.0303	30.9	11.1	16.9	19.4	23.6	25.6	252,742	62,938	26,277	26,761	7,827	74,687	4,880
LAKE COUNTY	**478.2**	**.1966**	**30.4**	**12.5**	**18.2**	**21.4**	**20.1**	**158.0**	**3,097,077**	**439,116**	**226,625**	**257,621**	**144,909**	**1,161,800**	**124,459**
Lake	478.2	.1966	30.4	12.5	18.2	21.4	20.1	158.0	3,097,077	439,116	226,625	257,621	144,909	1,161,800	124,459
• North Chicago	41.1	.0169	23.1	37.1	17.1	11.8	10.8	7.8	51,209	14,875	13,719		145	5,898	1,647
• Waukegan	72.7	.0299	30.6	12.9	18.5	17.7	24.1	26.8	604,380	78,197	43,504	103,186	30,688	190,609	23,015
SUBURBAN TOTAL	364.4	.1498	31.5	9.6	18.4	23.3	20.3	123.4	2,441,488	346,044	169,402	154,435	114,076	965,293	99,797
PEORIA	**362.6**	**.1491**	**31.7**	**11.2**	**17.7**	**19.0**	**25.1**	**135.2**	**1,925,148**	**384,217**	**171,130**	**255,437**	**97,995**	**497,590**	**61,563**
Peoria	196.4	.0807	31.8	11.9	17.6	18.1	26.3	74.7	1,160,626	211,063	113,071	192,294	71,346	241,020	38,433
• Peoria	118.8	.0488	31.4	13.1	17.7	16.7	26.9	46.4	887,994	132,663	85,549	188,297	67,186	174,552	26,926
Tazewell	131.5	.0541	31.6	10.4	17.8	20.5	23.4	48.5	651,814	152,884	50,196	63,050	22,788	204,879	21,176
• Pekin	33.3	.0137	32.7	10.9	17.2	18.8	27.3	13.3	264,373	56,650	16,733	42,186	13,514	74,063	7,823
Woodford	34.7	.0143	31.4	10.3	16.9	18.9	25.1	12.0	112,708	20,270	7,863	93	3,861	51,691	1,954
SUBURBAN TOTAL	210.5	.0866	31.7	10.2	17.6	20.4	23.7	75.5	772,781	194,904	68,848	24,954	17,295	248,975	26,814
ROCKFORD	**284.0**	**.1167**	**31.9**	**10.5**	**17.7**	**19.8**	**24.7**	**105.7**	**1,692,063**	**330,687**	**152,566**	**226,021**	**90,770**	**413,342**	**47,170**
Boone	30.2	.0124	31.8	9.7	16.6	21.2	23.5	10.8	129,161	29,176	9,604	9,741	2,435	53,139	2,379
Winnebago	253.8	.1043	31.9	10.6	17.9	19.6	24.8	94.9	1,562,902	301,511	142,962	216,280	88,335	360,203	44,791
• Rockford	138.4	.0569	32.3	11.3	17.9	17.2	28.0	54.5	1,093,477	217,189	88,267	151,659	70,732	292,806	33,652
SUBURBAN TOTAL	145.6	.0598	31.4	9.7	17.5	22.2	21.6	51.2	598,586	113,498	64,299	74,362	20,038	120,536	13,518
SPRINGFIELD	**195.9**	**.0805**	**33.0**	**10.2**	**18.4**	**18.8**	**27.4**	**79.0**	**1,200,913**	**215,985**	**112,535**	**169,705**	**64,336**	**257,596**	**68,987**
Menard	12.5	.0051	34.5	8.3	15.9	20.3	29.0	4.7	24,928	7,160	1,789	549	96	6,674	2,170
Sangamon	183.4	.0754	32.9	10.3	18.5	18.7	27.3	74.3	1,175,985	208,825	110,746	169,156	64,240	250,922	66,817
• Springfield	104.4	.0429	33.2	11.1	19.1	16.9	29.5	45.0	992,309	158,238	83,436	164,762	55,684	231,749	63,760
SUBURBAN TOTAL	91.5	.0376	32.7	9.1	17.6	21.0	25.0	34.0	208,604	57,747	29,099	4,943	8,652	25,847	5,227
OTHER COUNTIES															
Adams	70.4	.0289	34.1	10.6	15.4	17.7	31.0	27.1	468,840	86,037	35,068	88,140	20,551	135,025	15,632
Quincy	41.2	.0169	35.8	11.8	14.8	16.1	34.9	16.9	433,872	81,600	31,833	87,789	19,660	115,271	15,610
Alexander	12.1	.0050	35.6	8.9	13.6	15.8	34.8	4.8	45,173	9,279	3,832	3,254	1,483	11,620	1,349
Bond	16.6	.0068	34.5	12.7	13.9	17.3	32.0	6.1	58,575	12,091	5,073	1,955	1,128	18,323	1,435
Brown	5.3	.0022	38.3	8.0	13.5	16.4	37.4	2.1	17,197	5,433	1,265	483	313	5,745	554
Bureau	38.4	.0158	35.0	9.1	14.7	18.0	32.1	14.6	152,501	36,688	14,002	6,448	9,597	43,411	3,940
Calhoun	6.0	.0025	37.8	8.7	12.6	18.8	34.9	2.1	15,944	2,325	1,822	376	652	6,534	435

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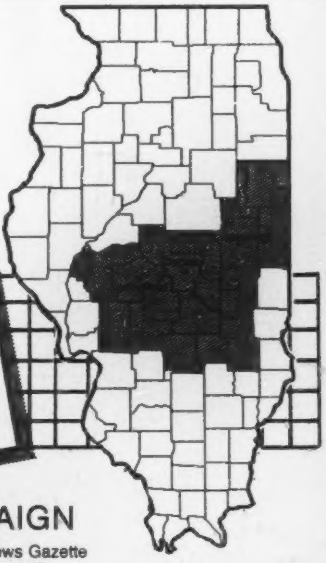

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S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	House-holds (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Auto-motive ($000)	Drug ($000)
Carroll	18.1	.0074	35.6	8.9	14.9	18.1	32.6	7.0	49,540	15,348	5,561	1,615	1,464	9,537	2,229
Cass	14.7	.0061	35.0	8.9	15.1	18.5	31.5	5.5	41,179	12,278	3,748	2,746	1,817	10,009	904
Christian	36.3	.0150	35.1	9.3	14.8	18.3	31.8	14.3	167,463	41,507	9,792	18,674	5,452	44,676	5,557
Clark	16.8	.0069	36.9	9.1	14.1	18.3	34.2	6.7	53,879	15,565	4,022	924	1,007	12,339	2,341
Clay	15.4	.0063	36.8	9.0	14.0	16.9	35.3	6.1	51,358	12,337	2,643	2,259	2,031	13,918	1,770
☐ Clinton	34.1	.0140	31.3	11.4	15.2	17.6	26.9	11.8	132,220	27,115	11,459	4,499	9,223	38,025	1,909
Coles	53.4	.0220	29.7	22.1	14.9	15.8	26.3	19.6	291,074	56,963	30,626	34,541	14,758	72,834	15,085
Crawford	21.0	.0086	36.7	9.2	14.9	18.2	34.0	8.3	107,136	24,974	6,163	10,707	2,707	28,303	3,997
Cumberland	11.5	.0048	33.5	9.7	15.0	17.7	30.1	4.4	36,486	6,364	3,944	444	939	13,595	892
De Kalb	73.8	.0303	26.8	25.7	16.3	15.9	20.6	25.4	339,764	67,728	35,539	20,956	18,120	89,159	10,497
De Witt	18.7	.0077	34.6	9.3	15.4	19.2	30.2	7.3	69,961	15,732	4,540	2,238	1,287	29,681	1,403
Douglas	20.1	.0083	34.0	10.0	15.2	19.1	29.5	7.5	90,157	23,708	6,739	2,220	5,465	21,916	2,248
Edgar	20.8	.0085	36.2	8.7	14.7	18.0	33.5	8.4	104,690	23,047	8,701	6,229	2,786	31,732	4,464
Edwards	8.5	.0035	35.9	9.5	14.8	17.1	34.0	3.6	31,831	11,801	1,537	513	1,812	3,251	
Effingham	33.6	.0138	31.5	10.5	16.4	17.7	26.6	12.2	279,007	47,104	23,811	16,209	17,374	60,697	3,975
Fayette	22.6	.0093	35.3	10.0	14.8	17.6	32.8	8.4	81,868	17,614	6,934	9,209	1,785	19,463	906
Ford	14.6	.0060	36.5	9.1	14.1	18.8	33.2	5.8	55,497	14,677	4,490	1,923	675	11,746	2,004
Franklin	44.1	.0182	37.5	8.6	14.1	17.6	35.6	17.8	237,424	55,876	19,168	26,040	9,479	58,689	11,252
Fulton	40.8	.0167	34.9	9.2	15.1	18.3	31.6	15.7	164,877	45,159	14,515	9,500	7,555	39,624	7,590
Gallatin	7.7	.0032	36.3	8.7	14.0	19.6	32.4	3.0	15,778	4,541	909	251	763	3,852	923
Greene	16.1	.0066	36.3	9.3	13.4	17.3	34.3	6.2	54,617	16,219	3,923	1,529	1,260	16,649	1,828
Hamilton	9.3	.0038	39.3	8.8	13.0	17.8	37.8	3.9	24,936	5,518	1,147	1,822	1,216	6,854	1,389
Hancock	23.7	.0097	35.4	9.7	14.6	17.7	32.8	9.3	69,278	15,696	4,321	912	2,357	25,431	1,491
Hardin	5.6	.0024	37.5	7.9	14.5	18.3	34.9	2.1	6,820	2,806	683	119	380	1,172	359
Henderson	9.4	.0038	33.9	9.8	15.0	19.3	29.0	3.5	20,996	4,018	3,770	195	768	5,246	146
Iroquois	32.5	.0134	35.4	9.2	14.5	18.7	31.8	12.4	120,623	27,063	8,617	10,787	6,429	30,290	2,960
Jackson	62.1	.0255	26.8	27.3	18.1	14.1	21.1	23.9	400,917	54,635	30,420	60,184	19,238	101,735	5,808
Jasper	11.6	.0048	34.4	10.1	13.9	17.2	31.9	4.3	64,889	12,862	1,822	3,196	1,711	22,697	515
Jefferson	39.2	.0161	34.3	9.3	16.2	17.7	31.3	15.9	253,679	45,064	23,553	38,175	12,877	56,632	6,780
☐ Jersey	21.1	.0087	32.2	12.6	14.8	19.2	26.7	7.2	63,951	12,567	5,958	10,175	2,427	20,370	1,603
Jo Daviess	24.1	.0099	33.2	9.2	15.5	18.3	28.9	9.0	81,176	15,592	8,887	1,175	2,144	16,805	3,208
Johnson	11.2	.0046	35.8	10.0	16.5	19.5	31.6	4.1	24,731	6,778	1,813	1,416	1,259	4,603	813
Knox	59.1	.0243	34.1	10.7	16.2	18.4	30.2	22.9	355,533	72,873	30,634	53,205	16,704	83,373	13,048
La Salle	110.4	.0454	34.8	10.3	14.9	18.1	31.6	43.1	620,668	122,573	47,735	69,609	28,303	167,266	20,954
Lawrence	17.9	.0073	37.1	9.0	14.3	16.9	35.6	6.8	80,235	27,833	4,275	3,697	3,151	11,172	3,401
Lee	35.1	.0145	33.2	10.3	16.8	18.7	28.2	12.8	110,493	13,154	9,386	4,119	3,877	44,970	4,796
Livingston	42.2	.0173	33.3	11.5	16.5	18.1	29.1	14.9	172,117	35,712	12,576	14,788	8,766	53,275	4,438
Logan	31.7	.0131	34.2	12.9	16.3	18.5	30.2	11.1	142,225	28,206	14,590	15,837	6,609	39,893	3,916
McDonough	36.1	.0148	• 27.6	26.7	14.5	14.6	24.6	12.8	181,713	38,275	20,922	16.398	7,572	33,166	7,988
Macoupin	51.2	.0211	35.3	9.6	14.6	17.6	32.9	19.7	190,117	44,093	11,364	13,582	8,929	55,598	8,692
☐ Madison	249.6	.1026	33.4	10.7	15.9	19.6	27.9	94.0	1,441,260	313,847	123,594	241,572	50,891	372,552	33,393
• Alton	33.2	.0137	34.4	10.8	14.8	16.0	33.1	13.1	318,519	39,873	26.349	90,974	14,633	76,847	5,949
• Granite City	35.9	.0148	33.4	11.1	15.7	18.7	28.7	13.7	222,067	57,885	21,832	18,033	4,370	42,821	8,972
Marion	46.4	.0191	34.9	9.7	14.7	18.3	31.6	17.7	264,797	64,630	19,491	30,169	11,266	68,918	8,644
Marshall	14.1	.0058	34.6	9.2	14.9	18.3	31.1	5.2	31,120	9,279	3,343	1,604	583	5,692	1,836
Mason	19.1	.0078	33.7	8.9	15.5	18.7	29.2	7.1	64,213	14,900	5,905	5,217	2,223	16,814	2,036
Massac	15.4	.0064	37.3	9.3	13.8	18.6	34.5	6.2	45,633	9,928	2,648	1,697	1,065	13,178	2,357
Mercer	19.7	.0081	33.7	8.8	15.5	20.5	27.5	7.3	40,349	12,695	3,776	1,918	2,003	8,094	1,469
☐ Monroe	21.3	.0088	34.2	10.0	14.8	20.1	28.7	7.6	80,589	21,870	7,189	14,403	1,788	20,084	2,306
Montgomery	32.8	.0134	36.2	9.3	14.4	16.8	34.5	12.3	145,205	35,805	9,113	16,244	4,361	35,395	5,544
Morgan	38.5	.0159	33.6	12.3	15.4	18.2	29.7	14.4	218,316	45,446	17,594	31,648	9,152	56,534	8,696
Moultrie	15.0	.0061	35.1	9.2	15.4	18.6	31.4	5.4	49,384	9,129	3,784	1,306	866	14,610	3,013
Ogle	46.8	.0193	33.0	9.7	15.7	20.5	26.4	17.5	142,582	35,937	11,149	2,798	2,233	45,619	5,005
Perry	23.0	.0095	34.8	8.9	15.5	17.7	31.9	8.9	105,609	27,379	7,910	13,682	3,982	20,872	6,286
Piatt	17.0	.0070	33.9	8.8	16.2	20.5	27.7	6.4	50,670	11,197	2,793	1,880	1,759	21,058	2,361
Pike	18.3	.0075	37.8	8.3	14.0	17.5	36.0	7.4	61,889	14,287	5,679	3,231	1,461	13,218	962
Pope	4.6	.0019	36.3	11.1	12.6	17.9	33.8	1.8	4,785	1,478	218	74	298	2,289	39
Pulaski	9.0	.0037	36.1	8.9	12.3	15.0	36.2	3.5	12,434	4,538	793	453	405	2,997	557
Putnam	6.6	.0027	32.4	10.0	16.8	19.3	26.4	2.3	14,315	3,484	780			3,907	1,316

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ILL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Randolph	37.2	.0153	33.2	11.1	17.7	17.7	29.1	12.7	168,087	43,572	10,600	23,515	7,334	47,121	4,064
Richland	17.7	.0073	35.0	10.5	15.1	19.0	30.9	7.1	112,259	17,184	6,587	18,986	4,674	27,314	4,305
☐ St. Clair	267.9	.1102	31.1	11.3	15.8	18.3	25.6	95.2	1,389,189	255,739	120,137	238,737	61,819	317,434	32,390
• Belleville	42.2	.0174	38.0	10.6	15.5	16.1	37.1	17.3	404,[illegible]19	80,017	31,453	21,731	19,445	160,320	13,752
• East St. Louis	50.9	.0209	25.2	11.3	14.5	15.2	20.6	16.0	129,646	35,374	10,760	6,273	3,851	12,645	7,131
Saline	28.8	.0118	38.8	8.9	13.6	18.3	36.8	12.1	197,110	43,123	16,478	28,712	8,750	41,547	11,759
Schuyler	8.1	.0033	36.7	8.3	15.1	17.9	34.3	3.1	28,727	8,357	3,037	408	1,389	6,689	1,600
Scott	6.2	.0026	36.7	10.0	13.5	17.9	34.2	2.3	15,186	3,396	1,166	504		7,722	619
Shelby	24.4	.0100	35.3	9.1	14.2	18.3	32.0	9.2	67,615	18,332	4,183	1,824	5,160	20,079	2,406
Stark	7.3	.0030	35.0	9.1	14.4	18.0	32.1	2.8	15,058	4,024	761		320	7,117	181
Stephenson	50.0	.0206	33.9	10.2	15.7	18.8	29.5	19.3	250,213	49,627	20,144	24,411	9,812	87,053	11,518
Union	18.5	.0076	39.8	7.5	15.4	17.3	38.7	7.6	70,532	19,562	5,711	9,800	3,188	16,477	2,426
Vermilion	93.4	.0384	33.9	9.8	15.8	18.5	29.7	35.9	564,344	129,009	48,121	72,303	23,573	118,286	24,799
Wabash	14.2	.0058	33.7	10.7	15.8	17.6	30.4	5.5	104,136	24,699	7,882	12,750	2,397	29,476	1,772
Warren	21.8	.0090	33.4	11.5	14.8	18.0	29.7	8.1	78,195	16,282	7,859	5,292	2,023	26,860	2,485
Washington	15.9	.0065	36.8	8.7	14.3	17.0	35.2	5.9	45,000	7,502	3,836	1,755	1,357	18,338	1,178
Wayne	18.4	.0076	37.8	9.1	13.2	18.2	35.5	7.6	112,477	18,935	4,782	9,853	2,686	27,186	2,118
White	18.2	.0075	38.9	8.8	14.2	18.4	36.8	7.4	76,804	12,060	4,213	4,336	2,289	32,182	1,329
Whiteside	65.5	.0269	32.2	10.5	15.9	18.9	26.6	24.2	290,352	49,000	22,932	32,872	13,234	82,270	14,114
Williamson	61.6	.0254	35.2	9.4	16.5	19.1	31.2	24.8	326,592	70,412	25,260	20,547	13,572	99,152	11,404
TOTAL METRO COUNTIES	**9,559.9**	**3.9305**	**31.9**	**11.5**	**17.8**	**19.6**	**24.8**	**3,476.2**	**56,311,114**	**9,891,648**	**5,551,843**	**6,646,200**	**3,046,233**	**12,736,920**	**2,564,790**
TOTAL STATE	**11,663.2**	**4.7955**	**32.2**	**11.5**	**17.4**	**19.3**	**25.8**	**4,277.7**	**66,088,064**	**11,984,982**	**6,335,253**	**7,604,588**	**3,454,198**	**15,333,490**	**2,906,900**

ILL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
AURORA - ELGIN	**4,819,983**	**31,557**	**17.2**	**29.0**	**23.3**	**20.0**	**.1454**
Kane	4,310,199	31,599	17.4	28.6	22.8	20.6	.1318
• Aurora	1,173,383	29,005	19.3	29.7	20.9	17.1	.0410
• Elgin	971,025	28,185	20.4	30.2	20.5	15.9	.0312
Kendall	509,784	31,249	15.5	32.4	27.4	14.7	.0136
SUBURBAN TOTAL	2,675,575	34,418	14.8	28.2	25.8	23.1	.0732
BLOOMINGTON - NORMAL	**1,653,402**	**27,007**	**21.8**	**26.8**	**19.3**	**16.8**	**.0541**
McLean	1,653,402	27,007	21.8	26.8	19.3	16.8	.0541
• Bloomington	673,143	22,947	25.0	26.5	16.7	13.0	.0266
• Normal	436,582	29,775	20.2	24.9	19.7	22.0	.0135
SUBURBAN TOTAL	543,677	30,507	18.4	28.4	22.7	18.6	.0140
CHAMPAIGN - URBANA - RANTOUL	**2,006,909**	**22,442**	**25.1**	**26.6**	**15.6**	**12.8**	**.0688**
Champaign	2,006,909	22,442	25.1	26.6	15.6	12.8	.0688
• Champaign	713,307	20,089	24.4	24.5	14.1	11.6	.0281
• Rantoul	206,058	20,683	34.7	27.8	15.5	8.8	.0071

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
• Urbana	368,519	19,645	26.4	23.9	12.8	12.5	.0123
SUBURBAN TOTAL	719,025	27,150	22.3	30.0	19.1	15.6	.0213
CHICAGO	**86,724,155**	**29,481**	**17.9**	**24.6**	**19.1**	**21.9**	**2.7245**
Cook	70,972,114	27,673	18.9	24.8	18.1	19.9	2.2482
Arlington Heights	1,234,530	43,869	10.9	19.8	24.4	39.8	.0379
Berwyn	659,619	26,254	21.9	26.9	18.2	16.6	.0194
• Chicago	35,094,349	22,032	21.6	24.8	14.9	14.3	1.1147
• Chicago Heights	394,179	26,345	19.4	26.0	19.3	15.9	.0160
Cicero	777,306	24,167	23.9	28.2	17.2	13.1	.0217
Des Plaines	904,134	36,961	14.3	25.2	25.1	28.1	.0286
• Evanston	1,239,896	30,519	19.0	26.7	16.9	25.9	.0374
Mount Prospect	924,356	39,207	12.4	23.9	24.5	32.8	.0306
Oak Lawn	892,989	34,943	15.4	25.4	22.5	27.4	.0327
Oak Park	904,972	29,322	20.2	27.0	18.4	22.2	.0261
Schaumburg	960,120	38,633	12.3	26.2	29.1	28.0	.0458

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S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Skokie	1,126,760	39,460	14.6	21.9	21.7	35.0	.0382
Du Page	13,402,182	41,739	10.8	22.6	24.9	36.5	.4091
Downers Grove	854,947	42,419	12.4	20.4	23.6	37.9	.0269
Elmhurst	813,360	41,748	12.2	22.5	23.5	37.3	.0249
Naperville	1,102,380	51,128	8.3	14.4	21.6	51.9	.0303
Wheaton	954,335	42,406	11.4	22.0	23.8	38.2	.0250
McHenry	2,349,859	33,661	15.8	27.3	25.1	22.4	.0672
SUBURBAN TOTAL	49,995,731	36,961	14.0	24.5	23.4	29.8	1.5564
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	*112,656,156*	*29,871*	*17.6*	*25.4*	*19.8*	*21.5*	*3.5412*
DAVENPORT - ROCK ISLAND - MOLINE	**5,085,815**	**27,749**	**19.3**	**29.3**	**20.6**	**15.4**	**.1628**
Henry	717,379	27,880	19.5	28.5	19.7	16.4	.0208
Rock Island	2,236,683	28,371	18.4	28.2	21.0	16.7	.0723
• Moline	692,912	28,723	18.5	28.2	20.6	18.5	.0248
• Rock Island	582,978	24,933	21.7	26.8	18.5	14.1	.0174
Scott, Iowa	*2,131,753*	*27,176*	*20.2*	*30.4*	*20.5*	*13.7*	*.0697*
• *Davenport*	*1,296,039*	*24,710*	*22.5*	*30.1*	*18.0*	*11.5*	*.0450*
SUBURBAN TOTAL	2,513,886	30,009	17.1	29.4	22.7	17.2	.0756
DECATUR	**1,722,709**	**27,447**	**19.0**	**28.7**	**19.6**	**16.5**	**.0557**
Macon	1,722,709	27,447	19.0	28.7	19.6	16.5	.0557
• Decatur	1,239,718	25,467	20.5	28.2	17.6	15.4	.0417
SUBURBAN TOTAL	482,991	32,551	14.7	30.3	25.1	19.5	.0140
JOLIET	**4,748,056**	**31,870**	**15.6**	**29.3**	**25.0**	**18.4**	**.1436**
Grundy	468,068	32,528	16.9	26.1	24.8	20.7	.0135
Will	4,279,988	31,812	15.5	29.6	25.0	18.2	.1301
• Joliet	939,107	25,915	20.1	27.1	17.9	14.8	.0358
SUBURBAN TOTAL	3,808,949	33,341	14.3	30.0	27.0	19.5	.1078
KANKAKEE	**1,120,000**	**23,464**	**22.6**	**30.6**	**16.2**	**10.8**	**.0371**
Kankakee	1,120,000	23,464	22.6	30.6	16.2	10.8	.0371
• Kankakee	315,293	20,035	25.1	29.3	11.2	9.6	.0125
SUBURBAN TOTAL	804,707	24,961	21.4	31.3	18.3	11.4	.0246
LAKE COUNTY	**7,776,152**	**36,405**	**14.5**	**23.9**	**21.5**	**30.8**	**.2327**
Lake	7,776,152	36,405	14.5	23.9	21.5	30.8	.2327
• North Chicago	413,650	23,083	27.5	32.8	15.4	11.1	.0114
• Waukegan	966,676	28,649	20.0	27.0	20.2	18.7	.0345
SUBURBAN TOTAL	6,395,826	39,373	12.6	22.7	21.9	34.7	.1868
PEORIA	**4,986,988**	**29,038**	**18.0**	**29.2**	**20.2**	**18.5**	**.1527**
Peoria	2,796,870	28,695	18.4	27.3	19.0	19.7	.0867
• Peoria	1,706,128	26,830	19.6	26.0	17.2	19.3	.0564
Tazewell	1,772,359	29,699	17.1	31.1	21.6	17.7	.0538
• Pekin	430,920	25,479	21.7	27.3	19.7	13.5	.0153
Woodford	417,759	28,365	18.4	33.0	21.6	14.5	.0122
SUBURBAN TOTAL	2,849,940	30,710	16.3	31.5	22.1	18.9	.0810
ROCKFORD	**3,630,352**	**28,036**	**19.1**	**30.6**	**21.1**	**14.2**	**.1187**
Boone	346,008	26,862	20.6	32.0	21.7	10.7	.0110
Winnebago	3,284,344	28,162	19.0	30.3	21.1	14.6	.1077
• Rockford	1,786,728	25,719	21.1	30.1	18.2	13.0	.0636
SUBURBAN TOTAL	1,843,624	30,281	17.2	31.1	24.2	15.4	.0551
SPRINGFIELD	**2,462,293**	**23,792**	**23.6**	**28.9**	**17.9**	**11.6**	**.0818**
Menard	124,496	21,650	25.6	34.7	13.3	6.0	.0036
Sangamon	2,337,797	23,957	23.5	28.6	18.2	11.9	.0782
• Springfield	1,348,200	22,043	24.8	27.1	16.1	11.4	.0514
SUBURBAN TOTAL	1,114,093	26,069	22.0	31.5	20.3	11.8	.0304
OTHER COUNTIES							
Adams	700,364	19,404	27.4	30.4	11.6	6.4	.0270
Quincy	421,638	17,925	28.6	28.2	10.4	6.1	.0193
Alexander	103,813	14,190	24.0	21.9	10.3	5.2	.0037
Bond	169,897	19,595	25.2	26.0	14.6	8.6	.0053
Brown	59,908	20,229	24.4	27.9	11.7	10.9	.0017
Bureau	469,859	24,557	23.0	30.0	17.1	12.7	.0142
Calhoun	48,109	16,655	27.6	26.6	9.8	5.4	.0016
Carroll	205,240	22,058	26.3	29.0	15.4	10.2	.0059
Cass	163,843	23,402	22.5	29.1	17.0	10.4	.0049
Christian	461,018	24,314	23.0	27.1	16.9	14.8	.0142
Clark	164,256	17,619	28.8	26.8	10.8	6.2	.0052
Clay	163,689	19,427	27.6	27.5	11.7	9.4	.0051
☐ Clinton	354,319	23,517	23.6	30.9	16.9	10.5	.0114
Coles	594,663	21,286	26.0	27.0	15.1	10.8	.0203
Crawford	288,047	26,201	21.4	26.6	18.0	17.7	.0087
Cumberland	112,444	19,263	29.0	30.2	11.3	6.6	.0035
De Kalb	865,678	25,316	22.0	29.2	18.5	13.1	.0276
De Witt	272,433	29,892	15.5	26.8	19.9	20.8	.0075
Douglas	245,865	26,187	22.6	29.6	19.6	12.7	.0076
Edgar	232,752	19,771	26.1	26.6	13.4	9.5	.0077
Edwards	115,026	24,138	25.5	26.8	18.2	12.6	.0032
Effingham	340,458	20,873	27.1	28.4	15.2	8.2	.0142
Fayette	225,616	18,862	29.4	26.7	12.3	8.1	.0073
Ford	158,955	20,676	29.9	31.4	12.6	7.6	.0050
Franklin	403,461	15,425	28.4	22.7	12.0	5.0	.0152
Fulton	414,683	20,774	25.0	30.9	14.0	7.0	.0137
Gallatin	69,741	16,338	27.1	24.5	9.8	7.0	.0021
Greene	132,364	15,763	31.7	25.0	9.3	3.6	.0047
Hamilton	130,399	24,123	22.5	25.4	16.0	16.5	.0035
Hancock	262,606	21,392	25.7	29.9	14.3	9.2	.0077
Hardin	35,760	12,253	31.0	20.4	4.4	2.3	.0013
Henderson	83,950	18,860	27.5	31.1	10.7	5.3	.0025
Iroquois	341,419	20,860	26.6	31.1	12.9	8.1	.0109
Jackson	655,802	17,253	26.2	21.7	11.8	10.6	.0243
Jasper	116,155	19,093	28.8	24.5	13.7	9.5	.0042
Jefferson	456,284	20,763	24.2	27.7	14.0	9.9	.0160
☐ Jersey	206,226	22,190	26.1	32.8	15.6	7.0	.0064
Jo Daviess	238,699	20,507	27.7	31.8	13.1	6.3	.0077
Johnson	88,781	15,760	30.6	25.5	9.0	4.0	.0029
Knox	636,073	21,198	26.5	30.8	14.7	7.3	.0228
La Salle	1,329,790	24,624	22.0	31.0	18.6	10.3	.0440
Lawrence	172,163	18,764	25.3	28.5	13.4	5.3	.0060
Lee	425,147	26,342	22.0	29.6	20.5	12.5	.0123
Livingston	466,268	24,295	22.4	32.3	17.0	11.0	.0147
Logan	351,485	23,987	23.8	30.2	18.1	10.4	.0113
McDonough	337,952	17,389	27.6	25.0	11.9	6.6	.0124
Macoupin	563,397	22,010	24.1	28.0	16.5	9.7	.0175
☐ Madison	2,650,077	22,705	23.2	30.8	17.3	7.9	.0944
• Alton	310,837	17,835	26.2	27.9	12.1	4.9	.0144
• Granite City	373,846	21,927	23.0	30.2	16.6	7.2	.0137
Marion	475,549	19,686	26.8	27.5	14.1	7.8	.0172
Marshall	153,945	23,832	21.1	33.5	15.1	10.3	.0042
Mason	204,855	22,508	22.8	31.7	14.4	9.8	.0064
Massac	142,780	16,735	26.6	25.3	12.2	4.9	.0046
Mercer	211,304	23,160	22.9	29.8	17.1	9.5	.0059
☐ Monroe	233,707	25,072	21.6	30.6	19.0	10.8	.0074
Montgomery	336,805	20,054	26.2	26.1	15.7	8.3	.0113
Morgan	427,714	21,280	26.1	28.1	15.4	9.5	.0147
Moultrie	153,035	22,226	24.5	31.3	15.6	8.3	.0049

ALBERTO-CULVER ■ AMERICAN CYANAMID ■ AMERICAN TOBACCO CO. ■ ANDREW JERGENS ■ ARMOUR-DIAL ■ BAUSCH & LOMB ■ BLOCK DRUGS ■ BRISTOL MYERS ■ BROWN & WILLIAMSON ■ BURGER KING ■ BUTTERFIELD FARMS ■ CALIFORNIA CANNERS & GROWERS ■ CHESEBROUGH-POND'S ■ CLAIROL ■ CLOROX ■ COCA COLA ■ DEKALB AGRESEARCH ■ FOSTER GRANT ■ GD SEARLE ■ GILLETTE ■ HARDEES ■ JAMES RIVER CORP. ■ KRAFT FOODS ■ LAND O' FROST ■ LAND O' LAKES ■ LEVER BROS. CO. ■ MAX FACTOR ■ McCORMICK ■ McDONALDS ■ MONSANTO ■ NORCLIFF-THAYER ■ OLD FARMERS ALMANAC ■ PENNWALT ■ PENTEL OF AMERICA ■ PHILIP MORRIS ■ PROCTER & GAMBLE ■ PUREX ■ RALSTON PURINA ■ R.T. FRENCH ■ STAR KIST FOODS ■ TAMPAX ■ UPJOHN ■ U.S. BORAX ■ VICKS ■ WENDY'S ■ WESTERN ELECTRIC

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ILL. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Ogle	585,765	27,421	20.4	31.1	20.6	12.9	.0165
Perry	267,258	22,357	24.6	24.2	18.4	11.8	0085
Piatt	181,859	22,576	25.5	33.5	15.5	7.7	.0055
Pike	157,971	14,940	31.8	23.7	7.6	4.4	.0054
Pope	38,624	15,354	28.9	23.3	10.1	4.1	.0011
Pulaski	69,007	13,257	27.7	20.1	7.7	4.7	.0021
Putnam	77,529	27,852	18.6	31.5	20.7	13.9	.0021
Randolph	378,242	23,297	23.3	31.0	16.2	9.6	.0129
Richland	203,563	21,006	25.3	29.6	14.0	8.9	.0071
☐ St. Clair	2,851,768	22,432	21.6	25.9	16.5	12.2	.0982
• Belleville	534,535	23,029	23.9	27.0	16.1	13.0	.0207
• East St. Louis	314,320	10,921	21.1	16.7	8.8	6.3	.0121
Saline	276,616	15,240	27.4	22.5	11.0	6.0	.0109
Schuyler	85,023	20,529	25.1	28.8	13.5	8.8	.0027
Scott	65,248	21,569	23.8	30.6	13.4	9.5	.0020
Shelby	232,361	19,325	26.9	30.2	12.1	6.0	.0072
Stark	95,649	26,769	17.9	31.4	18.0	15.0	.0025
Stephenson	566,766	22,818	25.2	30.7	17.2	8.6	.0187
Union	185,364	16,662	31.6	25.4	8.1	7.3	.0060
Vermilion	1,034,523	22,068	23.3	29.4	15.8	9.7	.0365
Wabash	150,914	20,775	[illegible]	31.1	13.6	7.1	.0059
Warren	229,712	20,749	26.3	28.6	14.6	8.4	.0072
Washington	172,554	22,049	24.1	29.3	14.9	10.2	.0051
Wayne	176,001	16,531	30.3	25.5	9.6	5.5	.0068
White	214,555	20,346	27.1	27.5	11.8	11.4	.0066
Whiteside	718,110	24,273	22.9	31.3	18.9	8.9	.0233
Williamson	551,936	16,590	28.6	28.0	9.7	4.1	.0209
TOTAL METRO COUNTIES	**130,901,158**	**28,945**	**18.3**	**26.0**	**19.4**	**20.2**	**4.1260**
TOTAL STATE	**153,596,607**	**27,323**	**19.6**	**26.3**	**18.6**	**18.2**	**4.8778**

INDIANA

IND.

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**132.0**	**.0543**	**32.4**	**10.4**	**16.8**	**19.9**	**25.8**	**48.8**	**795,976**	**180,863**	**66,926**	**95,404**	**33,652**	**196,864**	**37,941**
Madison	132.0	.0543	32.4	10.4	16.8	19.9	25.8	48.8	795,976	180,863	66,926	95,404	33,652	196,864	37,941
• Anderson	60.8	.0250	32.6	11.8	16.2	17.6	28.5	23.9	564,931	132,425	51,290	61,154	26,684	148,264	23,580
SUBURBAN TOTAL	71.2	.0293	32.3	9.2	17.4	21.8	23.4	24.9	231,045	48,438	15,636	34,250	6,968	48,600	14,361
BLOOMINGTON	**101.2**	**.0416**	**26.5**	**27.7**	**19.5**	**15.8**	**17.5**	**36.2**	**558,145**	**104,169**	**64,115**	**75,404**	**25,472**	**117,295**	**18,365**
Monroe	101.2	.0416	26.5	27.7	19.5	15.8	17.5	36.2	558,145	104,169	64,115	75,404	25,472	117,295	18,365
• Bloomington	52.4	.0215	24.1	42.1	18.6	11.4	14.7	17.7	493,942	91,312	56,048	74,543	23,281	104,363	16,411
SUBURBAN TOTAL	48.8	.0201	30.6	12.2	20.5	20.6	20.5	18.5	64,203	12,857	8,067	861	2,191	12,932	1,954
ELKHART - GOSHEN	**146.8**	**.0604**	**31.2**	**10.3**	**18.2**	**19.7**	**23.4**	**53.0**	**1,063,283**	**218,497**	**87,542**	**89,019**	**25,244**	**413,408**	**33,829**
Elkhart	146.8	.0604	31.2	10.3	18.2	19.7	23.4	53.0	1,063,283	218,497	87,542	89,019	25,244	413,408	33,829
• Elkhart	44.6	.0183	31.7	11.0	18.6	16.9	27.1	17.8	657,181	145,900	54,934	68,018	9,827	253,849	18,502
• Goshen	21.0	.0086	31.6	14.4	17.7	17.0	26.9	8.1	185,890	34,334	14,293	6,418	5,716	76,208	7,152
SUBURBAN TOTAL	81.2	.0335	30.8	8.8	18.2	22.0	20.4	27.1	220,212	38,263	18,315	14,583	9,701	83,351	8,175
EVANSVILLE	**284.6**	**.1170**	**32.8**	**11.1**	**17.1**	**18.8**	**27.5**	**108.1**	**1,915,165**	**378,321**	**182,356**	**273,259**	**102,706**	**424,648**	**59,501**
Posey	27.3	.0113	31.5	10.3	17.9	19.7	24.0	9.5	84,553	16,988	6,755	5,994	4,025	29,582	4,013
Vanderburgh	167.1	.0687	33.9	11.8	16.6	17.8	30.3	66.2	1,403,419	257,208	140,423	227,018	79,640	286,438	43,030
• Evansville	129.5	.0532	34.1	12.3	16.5	16.4	32.1	52.8	1,335,212	250,813	131,710	221,075	77,308	276,776	42,646
Warrick	47.1	.0193	30.9	9.3	18.4	21.6	20.9	16.2	143,151	35,415	9,838	8,722	5,568	37,580	4,265
Henderson, Ky.	*43.1*	*.0177*	*32.2*	*10.4*	*17.3*	*19.2*	*25.9*	*16.2*	*284,042*	*68,710*	*25,340*	*31,525*	*13,473*	*71,048*	*8,193*
SUBURBAN TOTAL	155.1	.0638	31.9	10.1	17.5	20.8	23.7	55.3	579,953	127,508	50,646	52,184	25,398	147,872	16,855
FORT WAYNE	**357.0**	**.1467**	**30.9**	**11.1**	**18.2**	**18.9**	**23.7**	**128.7**	**2,206,944**	**408,094**	**230,153**	**287,698**	**128,379**	**500,824**	**89,532**
Allen	296.3	.1218	30.8	11.3	18.5	18.8	23.3	107.5	1,939,154	334,950	206,534	271,030	121,238	431,607	74,481
• Fort Wayne	170.3	.0700	31.1	12.8	18.7	16.3	26.4	66.8	1,572,091	256,056	170,306	248,282	104,377	359,935	62,224
De Kalb	33.9	.0139	31.3	10.1	16.5	19.1	24.9	11.8	135,388	34,699	12,806	11,541	3,750	34,619	6,698
Whitley	26.8	.0110	32.0	10.1	16.7	18.9	26.0	9.4	132,402	38,445	10,813	5,127	3,391	34,598	8,353
SUBURBAN TOTAL	186.7	.0767	30.7	9.5	17.9	21.2	21.2	61.9	634,853	152,038	59,847	39,416	24,002	140,889	27,308
GARY - HAMMOND	**634.0**	**.2606**	**30.5**	**11.4**	**17.0**	**19.3**	**23.1**	**217.9**	**3,766,179**	**777,917**	**398,714**	**440,583**	**163,207**	**797,680**	**198,475**
Lake	507.1	.2085	30.8	11.2	16.5	19.0	24.1	175.1	3,226,545	656,041	335,412	394,406	142,920	681,059	153,606

Elkhart, Indiana - Ranked 39th In The U.S. In Retail Sales Per Household.

If You're Not Buying Advertising In The Elkhart Truth, You're Missing U.S.'s 39th Richest Market

The Elkhart Truth

Covers the richest county in "Michiana" daily and Sunday with the greatest penetration.
According to the 1986 Indiana County Population Estimate, since the 1980 US Census Elkhart-Goshen metropolitan area was the 10th fastest growing in Indiana with a recorded 6.6 percent increase. Target your advertising in on the rich Elkhart retail sales.

What Makes Our Market Rich?
ELKHART'S RETAIL SALES PER HOUSEHOLD OF $35,853.
and that's over 87% GREATER than South Bend. S&MM ranking Elkhart 39th in Retail Sales per Household ... South Bend 83rd. Only The Elkhart Truth covers Elkhart with over 70% household penetration compared to The South Bend Tribune's 8.6%.

*S&MMs survey of Buying Power, July 1986

The Elkhart Truth Represented by **BRANHAM** Newspaper Sales

Call (219)294-1661 ext. 262 for Market Information

IND. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• East Chicago	37.1	.0153	30.6	12.1	14.7	16.3	27.3	[illegible]	128,647	24,099	18,938	10,561	5,822	23,879	12,053
• Gary	143.4	.0590	28.6	11.5	16.1	17.2	22.5	48.1	505,983	119,213	46,188	38,963	16,784	107,964	34,162
• Hammond	89.7	.0369	32.0	11.9	16.8	16.9	28.0	33.7	550,584	100,159	70,031	50,475	22,389	96,080	18,759
Porter	126.9	.0521	29.5	12.1	19.0	20.7	18.9	42.8	539,634	121,876	63,302	46,177	20,287	116,621	44,869
SUBURBAN TOTAL	363.8	.1494	30.8	11.2	17.7	21.1	21.5	122.9	2,580,965	534,446	263,557	340,584	118,212	569,757	133,501
INDIANAPOLIS	**1,219.6**	**.5015**	**31.5**	**11.0**	**18.2**	**19.8**	**23.8**	**451.0**	**8,515,255**	**1,393,883**	**858,404**	**1,043,872**	**390,792**	**2,207,569**	**374,164**
Boone	38.9	.0160	33.1	9.0	16.9	21.8	25.0	13.9	195,217	35,677	20,403	9,478	7,805	38,968	9,564
Hamilton	97.0	.0398	31.9	8.2	17.9	24.5	20.0	32.9	426,614	98,959	43,331	25,669	26,487	108,427	20,346
Hancock	47.1	.0194	31.6	8.9	17.2	23.1	21.0	16.0	243,635	44,048	23,012	17,037	6,333	73,688	11,134
Hendricks	76.1	.0313	31.2	9.5	18.1	22.5	20.6	25.0	262,615	81,147	25,670	12,193	9,119	55,116	12,813
Johnson	84.0	.0345	30.7	10.7	18.2	21.2	21.0	28.7	509,715	54,534	38,105	140,533	23,539	93,352	16,542
Marion	780.9	.3211	31.5	11.9	18.6	18.4	25.1	301.4	6,451,213	977,287	672,339	805,750	295,975	1,755,814	281,925
• Indianapolis	722.8	.2972	31.4	11.8	18.5	18.4	25.0	278.1	6,087,359	911,020	627,771	779,656	282,557	1,672,012	266,660
Morgan	55.8	.0230	31.3	9.5	16.8	22.0	21.8	19.0	262,712	69,643	22,285	20,274	13,333	39,583	12,884
Shelby	39.8	.0164	32.3	9.6	16.5	20.2	25.3	14.1	163,534	32,588	13,259	12,938	8,201	42,621	8,956
SUBURBAN TOTAL	496.8	.2043	31.7	9.8	17.7	22.0	22.2	172.9	2,427,896	482,863	230,633	264,216	108,235	535,557	107,504
KOKOMO	**103.3**	**.0425**	**31.9**	**9.9**	**16.9**	**21.4**	**23.5**	**38.4**	**730,861**	**132,451**	**72,139**	**85,371**	**26,658**	**199,720**	**33,653**
Howard	86.8	.0357	31.7	10.0	17.2	21.4	22.9	32.2	654,362	114,261	66,168	82,655	25,278	175,290	29,941
• Kokomo	46.9	.0193	31.9	10.9	17.3	18.5	26.1	18.7	612,094	108,279	63,697	73,806	22,613	171,855	27,812
Tipton	16.5	.0068	33.5	9.3	15.8	20.7	27.0	6.2	76,499	18,190	5,971	2,716	1,380	24,430	3,712
SUBURBAN TOTAL	56.4	.0232	32.0	9.1	16.6	23.6	21.4	19.7	118,767	24,172	8,442	11,565	4,045	27,865	5,841
LAFAYETTE - WEST LAFAYETTE	**123.0**	**.0506**	**26.8**	**25.4**	**17.8**	**15.7**	**19.6**	**42.9**	**755,119**	**119,441**	**79,430**	**114,760**	**30,854**	**188,805**	**30,835**
Tippecanoe	123.0	.0506	26.8	25.4	17.8	15.7	19.6	42.9	755,119	119,441	79,430	114,760	30,854	188,805	30,835
• Lafayette	43.8	.0180	31.7	13.0	19.7	17.1	26.4	18.1	533,240	75,909	44,930	87,754	22,136	151,087	19,910
• West Lafayette	20.8	.0086	24.1	42.9	16.8	11.8	15.7	7.5	162,483	40,793	25,818	26,821	5,255	8,899	10,781
SUBURBAN TOTAL	58.4	.0240	24.7	28.3	16.8	16.1	15.9	17.3	59,396	2,739	8,682	185	3,463	28,819	144
MUNCIE	**123.5**	**.0508**	**30.4**	**16.6**	**15.9**	**18.8**	**23.9**	**44.1**	**865,227**	**160,465**	**90,693**	**103,526**	**49,478**	**187,390**	**43,489**
Delaware	123.5	.0508	30.4	16.6	15.9	18.8	23.9	44.1	865,227	160,465	90,693	103,526	49,478	187,390	43,489
• Muncie	74.2	.0305	28.7	22.0	15.3	15.6	24.8	27.1	742,914	140,819	79,774	86,561	38,922	155,798	42,450
SUBURBAN TOTAL	49.3	.0203	32.7	8.5	17.0	23.6	22.4	17.0	122,313	19,646	10,919	16,965	10,556	31,592	1,039
SOUTH BEND - MISHAWAKA	**241.2**	**.0992**	**32.3**	**12.7**	**16.8**	**17.5**	**28.0**	**89.3**	**1,599,033**	**271,238**	**154,406**	**229,045**	**127,094**	**387,452**	**71,443**
St. Joseph	241.2	.0992	32.3	12.7	16.8	17.5	28.0	89.3	1,599,033	271,238	154,406	229,045	127,094	387,452	71,443
• Mishawaka	41.5	.0171	32.2	12.3	18.6	16.5	28.3	17.4	534,815	79,103	46,380	113,871	59,278	112,433	23,034
• South Bend	108.6	.0447	33.3	11.0	17.3	14.9	32.1	42.9	833,217	146,016	83,725	93,614	47,841	226,856	40,525
SUBURBAN TOTAL	91.1	.0374	31.0	15.0	15.4	20.9	22.9	29.0	231,001	46,119	24,301	21,560	19,975	48,163	7,884
TERRE HAUTE	**133.0**	**.0548**	**32.7**	**14.1**	**16.1**	**16.9**	**29.3**	**49.1**	**1,073,019**	**178,430**	**90,247**	**138,604**	**38,366**	**242,255**	**31,193**
Clay	25.0	.0103	34.9	9.7	15.1	18.2	31.6	9.4	121,039	20,292	8,975	10,546	2,970	35,519	7,080
Vigo	108.0	.0445	32.2	15.2	16.3	16.6	28.8	39.7	951,980	158,138	81,272	128,058	35,396	206,736	24,113
• Terre Haute	57.5	.0236	32.1	18.4	14.9	13.6	32.1	22.3	748,794	146,527	63,693	92,006	29,101	121,157	19,802
SUBURBAN TOTAL	75.5	.0312	33.1	10.9	16.7	19.5	27.3	26.8	324,225	31,903	26,554	46,598	9,265	121,098	11,391
OTHER COUNTIES															
Adams	30.9	.0127	30.2	10.1	16.1	17.5	24.8	10.3	149,891	30,581	15,542	8,007	7,088	44,497	6,832
Bartholomew	66.2	.0272	31.7	9.6	17.9	22.2	21.9	24.2	320,865	58,382	31,567	48,042	17,081	66,174	13,444
Benton	9.6	.0040	34.6	9.0	13.9	18.3	31.1	3.5	37,399	9,313	2,021		1,070	8,292	2,041
Blackford	15.3	.0063	33.6	9.2	15.8	19.6	28.2	5.6	59,824	15,825	4,138	6,443	1,950	16,069	3,432
Brown	13.4	.0055	33.1	9.1	18.0	20.9	25.6	5.1	20,814	2,901	4,484	352	828	1,891	1,968
Carroll	19.3	.0079	33.7	9.2	15.8	19.2	28.8	7.1	62,331	10,033	4,783	3,093	1,635	22,007	3,135
Cass	40.7	.0167	33.5	9.6	15.8	19.4	28.3	14.8	196,861	37,425	17,362	22,028	9,664	49,614	11,229
☐ Clark	91.2	.0375	31.0	10.5	18.8	19.9	22.6	32.8	627,678	100,078	49,477	114,757	16,430	143,632	18,965
Clinton	30.9	.0127	33.9	9.5	15.6	18.9	29.4	11.3	148,552	35,931	14,053	8,041	6,269	37,494	9,130
Crawford	10.4	.0043	32.5	10.2	15.3	18.6	27.6	3.6	25,136	7,988	2,359	3,412	682	3,939	

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IND. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Daviess	28.6	.0118	33.5	9.4	15.1	17.5	30.4	10.4	140,263	31,536	10,039	16,839	3,819	27,807	6,202
☐ Dearborn	37.7	.0155	32.0	9.3	16.4	20.0	25.1	12.9	146,969	36,260	11,703	14,848	5,797	33,381	10,268
Decatur	23.6	.0097	31.6	10.0	15.7	18.6	26.1	8.3	106,791	22,980	9,541	9,702	3,154	26,742	3,297
Dubois	36.4	.0149	30.8	11.4	16.8	18.4	24.6	12.7	263,046	41,968	21,124	13,727	12,773	104,223	7,143
Fayette	27.6	.0114	32.0	9.2	16.6	18.9	26.2	9.9	144,825	31,231	12,328	13,126	3,599	37,421	11,779
☐ Floyd	63.2	.0259	32.4	10.1	17.3	19.9	25.6	22.6	266,162	64,674	33,024	22,130	19,967	43,234	15,490
• New Albany	37.9	.0156	33.6	10.5	16.9	17.4	30.5	14.6	239,227	54,757	30,165	21,843	18,021	42,402	12,185
Fountain	18.7	.0077	34.5	9.3	14.9	19.9	29.4	6.8	70,925	16,696	7,548	2,933	1,580	25,386	3,687
Franklin	20.7	.0085	30.7	9.6	15.7	19.2	24.0	6.5	47,098	18,907	3,881	1,160	1,103	7,925	2,002
Fulton	19.7	.0081	34.8	9.4	14.8	18.6	31.1	7.4	90,643	19,873	11,216	7,890	1,597	24,048	6,812
Gibson	34.1	.0141	34.3	10.7	15.0	19.0	30.0	12.9	206,440	49,307	15,650	18,580	5,363	55,169	11,096
Grant	78.1	.0321	32.3	11.8	15.5	19.8	25.9	27.6	511,204	98,657	50,363	69,050	21,804	121,253	23,412
Greene	31.1	.0128	35.9	8.4	15.2	18.9	32.3	12.1	118,153	36,711	8,452	9,906	3,574	23,181	6,424
☐ Harrison	29.9	.0123	31.4	10.0	17.0	20.1	23.7	10.1	89,447	26,116	7,737	6,469	4,736	16,400	3,672
Henry	51.2	.0210	33.1	9.3	16.1	20.0	27.0	18.6	271,892	84,458	23,870	17,535	10,970	52,136	13,976
Huntington	37.2	.0153	32.6	11.0	15.5	18.3	27.9	13.4	182,198	41 904	15,646	18,807	5,947	41,857	9,931
Jackson	37.2	.0153	32.6	10.0	16.2	19.4	26.6	13.6	230,579	54,322	21,340	14,137	6,239	52,763	10,646
Jasper	27.6	.0114	29.8	12.5	15.9	19.1	22.5	9.0	117,847	23,934	9,139	10,138	2,024	27,986	7,996
Jay	22.3	.0091	33.6	9.4	14.9	19.0	28.8	8.2	87,856	24,914	7,476	6,138	4,205	19,397	4,342
Jefferson	29.5	.0122	31.6	12.6	16.5	19.1	25.2	10.4	143,754	34,110	11,314	18,090	7,725	29,306	6,541
Jennings	24.1	.0099	31.0	10.5	18.1	20.3	22.6	7.7	73,536	22,069	6,645	5,295	1,351	12,437	3,864
Knox	41.5	.0171	33.9	14.2	14.6	17.6	30.7	15.9	260,698	47,073	23,083	29,225	14,637	58,643	13,919
Kosciusko	65.4	.0269	31.4	10.8	17.9	19.2	24.3	23.5	307,110	60,049	27,242	23,568	11,024	80,913	14,642
La Grange	28.8	.0118	28.5	9.8	16.0	17.7	21.9	8.9	115,353	29,779	15,940	4,543	2,411	17,433	4,078
La Porte	108.1	.0445	32.2	10.3	17.9	19.0	26.0	37.4	545,417	109,669	51,244	71,960	23,873	124,941	29,327
Lawrence	43.5	.0178	33.7	9.1	16.3	19.5	28.3	16.3	219,553	47,196	17,365	32,673	9,471	52,239	10,560
Marshall	41.9	.0172	32.6	9.9	16.1	18.8	27.4	15.1	193,186	39,731	16,714	7,678	5,620	50,705	10,761
Martin	11.0	.0045	32.0	9.8	16.2	19.0	26.1	3.9	43,644	12,976	2,357	2,332	1,560	12,010	1,328
Miami	39.2	.0162	30.2	11.8	17.6	18.5	23.0	13.8	163,441	31,893	12,148	9,073	6,167	56,036	10,102
Montgomery	35.9	.0147	33.5	11.4	15.4	19.7	28.0	13.3	199,708	41,342	17,161	24,307	6,883	53,872	10,927
Newton	14.8	.0061	31.6	9.4	16.3	18.9	25.5	5.2	44,006	11,260	3,204	1,058	1,575	7,654	4,904
Noble	38.3	.0157	31.2	10.2	17.2	18.4	25.1	13.5	141,695	35,631	12,057	14,634	4,345	34,391	6,718
Ohio	5.3	.0022	34.0	9.7	14.9	20.4	28.1	2.0	14,790	7,523	1,391		276		415
Orange	19.1	.0078	33.8	9.6	15.7	18.3	29.8	7.0	58,888	20,833	4,573	4,096	2,094	8,181	2,758
Owen	17.2	.0071	34.1	8.6	15.6	20.1	28.5	6.4	41,019	9,719	3,841	676	1,789	12,631	1,818
Parke	16.3	.0067	35.2	8.8	15.0	19.1	31.0	5.9	43,431	13,370	3,246	2,071	1,732	7,402	2,554
Perry	19.2	.0079	33.4	10.4	15.1	17.7	29.8	6.7	96,260	27,472	7,412	15,216	4,509	14,813	4,601
Pike	13.5	.0056	35.5	9.1	15.1	20.0	30.8	5.2	32,302	10,977	2,054	1,184	1,434	10,856	1,414
Pulaski	13.5	.0055	33.4	9.5	14.3	17.9	29.8	5.1	67,568	10,826	4,190	2,272	1,720	22,721	5,137
Putnam	30.3	.0125	32.5	15.9	14.0	19.9	26.5	9.9	110,515	32,632	8,833	6,723	3,785	22,185	6,727
Randolph	29.4	.0121	33.2	9.4	15.7	20.0	27.2	10.8	118,483	31,709	9,162	5,172	6,642	28,391	6,652
Ripley	25.6	.0105	32.2	9.6	15.4	18.1	27.5	8.6	94,983	28,923	5,413	5,185	3,602	19,551	4,402
Rush	18.7	.0077	32.8	9.8	14.6	18.4	28.4	6.5	85,004	19,515	4,267	6,152	3,715	27,687	5,789
Scott	20.9	.0085	31.1	9.9	16.3	19.9	23.7	7.3	98,555	19,523	8,771	11,540	2,034	18,743	4,339
Spencer	20.4	.0084	32.6	10.6	16.1	18.7	27.4	6.8	68,203	20,698	5,253	1,514	2,501	20,602	2,156
Starke	22.1	.0091	32.4	9.2	15.4	18.9	27.1	7.8	105,557	21,936	5,627	8,199	2,399	22,994	9,515
Steuben	27.1	.0111	32.6	11.9	15.7	19.0	27.3	10.0	155,585	33,219	15,026	10,607	5,311	25,545	4,619
Sullivan	21.0	.0087	35.9	8.5	15.1	17.7	33.5	8.1	58,484	16,823	3,086	3,203	1,450	14,892	2,661
Switzerland	7.5	.0030	35.2	8.8	13.8	19.8	30.6	2.7	15,263	5,717	1,206	196	352	1,199	250
Union	6.9	.0028	32.5	9.4	15.7	19.4	26.7	2.4	24,333	7,461	1,295	628	1,180	3,508	1,563
Vermillion	18.0	.0074	35.1	8.8	15.6	18.4	31.7	7.1	65,638	12,638	2,886	1,691	218	30,333	2,299
Wabash	35.5	.0145	32.0	12.0	15.2	19.1	26.4	12.3	149,876	28,918	11,809	18,323	5,040	33,317	9,750
Warren	8.6	.0036	33.7	8.9	15.0	20.5	27.6	2.9	9,403	4,033	658	100	178	470	1,073
Washington	22.9	.0095	32.2	10.1	15.5	19.3	26.4	8.1	93,624	20,014	4,155	7,859	2,689	26,976	3,254
Wayne	72.6	.0298	33.6	10.1	15.4	19.4	28.4	27.0	570,469	105,005	43,578	86,728	19,537	150,150	21,197
Richmond	39.5	.0162	33.7	11.5	15.3	17.1	30.8	15.5	482,841	81,541	37,216	83,528	17,471	135,849	17,888
Wells	25.3	.0104	32.1	10.1	16.6	19.4	25.7	9.1	108,956	20,619	9,245	4,641	5,984	44,320	4,001
White	24.1	.0099	33.6	9.2	16.0	18.0	29.8	9.2	126,954	28,447	12,334	8,182	2,758	38,491	4,732
TOTAL METRO COUNTIES	**3,778.1**	**1.5535**	**31.2**	**12.3**	**17.7**	**19.1**	**24.1**	**1,369.7**	**24,690,420**	**4,482,187**	**2,451,726**	**3,103,224**	**1,175,359**	**6,029,509**	**1,062,622**
TOTAL STATE	**5,571.9**	**2.2909**	**31.6**	**11.6**	**17.2**	**19.1**	**25.0**	**2,012.4**	**33,167,097**	**6,369,292**	**3,171,433**	**3,888,904**	**1,488,948**	**8,123,318**	**1,483,925**

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$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: A	B	C	D	Buying Power Index
ANDERSON	**1,528,022**	**25,405**	**21.7**	**29.4**	**18.6**	**13.2**	**.0527**
Madison	1,528,022	25,405	21.7	29.4	18.6	13.2	.0527
• Anderson	682,560	22,369	24.3	29.6	15.3	10.6	.0279
SUBURBAN TOTAL	845,462	28,569	19.0	29.4	21.6	15.8	.0248
BLOOMINGTON	**1,057,109**	**19,463**	**26.8**	**25.0**	**13.2**	**10.6**	**.0374**
Monroe	1,057,109	19,463	26.8	25.0	13.2	10.6	.0374
• Bloomington	503,636	15,337	29.1	18.5	9.9	10.5	.0228
SUBURBAN TOTAL	553,473	23,446	24.8	31.2	16.3	10.7	.0146
ELKHART - GOSHEN	**1,660,506**	**24,363**	**24.6**	**32.5**	**16.8**	**11.4**	**.0615**
Elkhart	1,660,506	24,363	24.6	32.5	16.8	11.4	.0615
• Elkhart	505,378	21,079	26.9	30.1	13.2	9.4	.0255
• Goshen	229,797	21,379	30.3	30.9	15.7	7.4	.0094
SUBURBAN TOTAL	925,331	27,364	21.3	34.8	19.5	13.9	.0266
EVANSVILLE	**3,409,944**	**24,457**	**22.4**	**28.5**	**17.7**	**12.8**	**.1195**
Posey	304,105	27,173	20.0	29.4	21.6	12.3	.0091
Vanderburgh	2,120,261	23,864	22.9	27.7	16.1	14.2	.0779
• Evansville	1,562,458	21,704	24.9	27.7	14.6	11.5	.0640
Warrick	492,654	26,466	20.2	31.6	21.7	9.8	.0150
Henderson, Ky.	*492,924*	*23,278*	*23.2*	*29.6*	*17.7*	*10.1*	*.0175*
SUBURBAN TOTAL	1,847,486	27,143	19.8	29.4	20.6	14.1	.0555
FORT WAYNE	**4,208,854**	**26,281**	**22.4**	**30.4**	**19.4**	**13.3**	**.1446**
Allen	3,582,294	26,604	22.0	29.8	19.7	14.1	.1239
• Fort Wayne	1,957,908	22,328	26.1	29.3	16.1	10.1	.0788
De Kalb	354,915	25,286	23.5	34.3	17.3	10.1	.0114
Whitley	271,645	24,336	24.7	33.6	18.6	8.0	.0093
SUBURBAN TOTAL	2,250,946	30,295	18.4	31.6	22.9	16.8	.0658
GARY - HAMMOND	**6,943,978**	**27,166**	**17.9**	**30.7**	**20.8**	**12.8**	[illegible]
Lake	5,382,994	26,128	18.2	31.0	19.5	11.9	.1[illegible]
• East Chicago	341,880	21,220	18.3	27.9	14.8	9.3	.0114
• Gary	1,231,985	20,863	19.4	28.0	15.2	8.4	.0427
• Hammond	966,314	24,430	21.2	32.7	17.8	9.0	.0348
Porter	1,560,984	31,541	16.8	30.1	26.0	16.2	.0475
SUBURBAN TOTAL	4,403,799	30,576	16.4	31.6	24.4	15.9	.1561
INDIANAPOLIS	**15,339,068**	**26,956**	**20.8**	**28.9**	**18.9**	**16.1**	**.5303**
Boone	461,911	25,603	21.7	29.8	18.5	13.9	.0150
Hamilton	1,320,119	32,296	16.8	27.7	22.0	23.1	.0387
Hancock	548,955	29,713	18.7	29.6	24.6	14.7	.0180
Hendricks	842,427	28,965	19.0	32.3	24.0	12.8	.0257
Johnson	1,003,861	28,963	19.0	29.9	22.5	15.6	.0341
Marion	10,184,492	26,094	21.6	28.0	17.7	16.5	.3661
• Indianapolis	9,322,746	25,913	21.5	27.9	17.6	16.4	.3395
Morgan	573,637	25,634	21.4	32.5	19.3	9.9	.0195
Shelby	403,666	23,334	24.7	33.4	16.4	8.3	.0132
SUBURBAN TOTAL	6,016,322	28,311	19.8	30.5	21.1	15.5	.1908
KOKOMO	**1,332,956**	**28,154**	**19.6**	**27.5**	**18.5**	**19.3**	**.0458**
Howard	1,142,355	28,842	18.7	27.1	18.8	20.6	.0397
• Kokomo	590,789	24,514	21.4	27.0	16.5	15.4	.0262
Tipton	190,601	24,839	24.1	30.1	16.8	12.5	.0061
SUBURBAN TOTAL	742,167	31,398	18.0	27.9	20.4	22.9	.0196
LAFAYETTE - WEST LAFAYETTE	**1,401,031**	**23,201**	**25.5**	**28.2**	**16.0**	**12.8**	**.0490**
Tippecanoe	1,401,031	23,201	25.5	28.2	16.0	12.8	.0490
• Lafayette	527,072	22,674	25.2	31.1	15.7	9.5	.0233
• West Lafayette	258,795	19,803	28.6	20.3	11.7	17.5	.0094
SUBURBAN TOTAL	615,164	25,065	24.5	28.4	18.2	14.4	.0163
MUNCIE	**1,348,019**	**23,387**	**23.3**	**28.3**	**16.9**	**11.6**	**.0504**
Delaware	1,348,019	23,387	23.3	28.3	16.9	11.6	.0504
• Muncie	757,255	19,457	26.9	26.6	12.9	9.3	.0339
SUBURBAN TOTAL	590,764	30,020	17.5	31.3	23.3	15.2	.0165
SOUTH BEND - MISHAWAKA	**2,786,646**	**24,330**	**23.4**	**30.5**	**16.8**	**11.9**	**.0992**
St. Joseph	2,786,646	24,330	23.4	30.5	16.8	11.9	.0992
• Mishawaka	469,835	21,637	26.5	32.2	14.5	7.3	.0222
• South Bend	1,217,545	21,607	25.7	29.5	14.3	9.8	.0463
SUBURBAN TOTAL	1,099,266	30,240	18.0	31.1	21.9	17.8	.0307
TERRE HAUTE	**1,418,463**	**21,493**	**26.2**	**28.7**	**14.7**	**10.1**	**.0564**
Clay	257,788	21,763	25.2	29.6	15.9	8.6	.0088
Vigo	1,160,675	21,429	26.4	28.4	14.4	10.5	.0476
• Terre Haute	572,731	18,375	29.4	27.3	10.9	7.5	.0296
SUBURBAN TOTAL	845,732	24,531	23.6	29.7	17.8	12.3	.0268
OTHER COUNTIES							
Adams	314,372	24,938	23.0	32.0	16.7	11.9	.0108

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

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SOURCE: The 1985 Fort Wayne CMS Continuing Market Study, Belden

FORT WAYNE
NEWSPAPERS

IND. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Bartholomew	951,690	31,168	16.4	27.3	20.7	22.3	.0279
Benton	94,565	21,023	28.3	30.8	13.1	8.7	.0031
Blackford	156,412	22,708	24.5	29.3	17.8	8.4	.0051
Brown	123,845	19,414	29.9	30.9	12.5	5.1	.0035
Carroll	206,353	23,306	26.3	33.1	16.4	8.7	.0064
Cass	413,446	22,461	25.9	31.5	16.9	7.5	.0142
☐ Clark	904,766	22,685	24.9	33.0	16.0	7.5	.0355
Clinton	332,720	22,438	26.1	30.4	15.7	9.5	.0111
Crawford	76,158	15,663	30.6	23.3	10.5	4.2	.0027
Daviess	274,149	19,477	28.2	27.8	12.1	8.9	.0098
☐ Dearborn	392,856	25,359	21.1	31.2	18.4	11.4	.0127
Decatur	230,172	22,028	25.9	32.2	14.3	8.9	.0080
Dubois	381,438	23,421	24.4	32.6	16.1	9.1	.0147
Fayette	290,409	23,119	24.5	31.7	16.5	10.1	.0101
☐ Floyd	675,729	23,920	22.8	30.4	18.0	10.6	.0219
• New Albany	395,748	21,120	25.5	29.7	14.5	8.5	.0146
Fountain	166,688	19,580	28.5	30.5	13.1	5.2	.0058
Franklin	183,729	21,695	27.2	30.8	13.7	9.8	.0058
Fulton	194,618	20,654	28.7	31.7	12.4	7.6	.0067
Gibson	381,202	23,093	23.7	27.7	17.0	11.3	.0134
Grant	865,837	24,820	22.1	29.3	17.9	13.0	.0313
Greene	316,037	19,413	27.4	26.0	14.8	7.8	.0103
☐ Harrison	287,186	23,017	24.7	33.1	15.7	8.9	.0092
Henry	523,265	22,527	25.2	30.6	16.0	9.2	.0184
Huntington	390,376	23,102	26.9	33.1	15.5	8.7	.0132
Jackson	354,490	20,974	26.6	31.3	14.5	6.3	.0138
Jasper	278,128	24,655	23.4	33.5	16.2	11.0	.0094
Jay	193,303	18,688	30.8	30.4	10.8	5.0	.0068
Jefferson	314,072	22,277	26.7	27.6	16.1	11.7	.0106
Jennings	210,987	21,618	26.0	31.0	14.9	7.8	.0070
Knox	391,220	17,699	28.1	26.7	10.7	6.7	.0153
Kosciusko	751,740	24,810	24.1	30.9	17.9	12.5	.0242
La Grange	241,214	20,668	29.7	30.9	13.2	7.6	.0088
La Porte	1,140,778	24,704	22.9	30.6	18.9	10.6	.0391
Lawrence	452,703	21,364	26.3	28.4	15.7	9.2	.0156
Marshall	438,250	22,538	26.3	29.9	16.8	9.1	.0148
Martin	107,566	21,937	25.6	29.7	15.4	9.6	.0036
Miami	361,116	20,249	30.4	30.4	14.4	5.9	.0125
Montgomery	390,992	23,254	27.1	31.1	16.9	9.8	.0136
Newton	133,933	21,457	24.8	33.1	14.0	6.4	.0044
Noble	365,420	21,922	28.1	32.2	16.1	6.5	.0121
Ohio	55,409	21,625	22.8	27.3	15.9	9.9	.0018
Orange	157,620	17,177	30.7	27.8	9.0	4.8	.0053
Owen	155,356	18,874	28.1	29.1	11.9	5.9	.0048
Parke	141,399	18,721	27.6	29.8	11.6	5.5	.0047
Perry	171,506	20,180	26.2	30.1	14.7	5.6	.0064
Pike	132,197	19,386	27.4	27.1	14.6	6.8	.0040
Pulaski	137,024	20,099	29.5	28.5	12.9	8.7	.0048
Putnam	282,023	22,161	25.3	30.4	16.8	7.2	.0095
Randolph	282,941	21,336	26.7	32.4	14.8	6.3	.0095
Ripley	234,792	21,197	26.0	30.9	13.6	8.6	.0080
Rush	177,891	21,372	27.5	30.1	15.3	8.1	.0062
Scott	190,768	20,766	28.3	31.5	13.5	7.0	.0069
Spencer	191,918	22,308	24.4	29.4	15.7	9.5	.0063
Starke	182,031	18,711	27.6	30.5	11.7	4.4	.0071
Steuben	283,094	21,802	26.4	31.4	14.7	8.4	.0101
Sullivan	174,029	16,398	31.6	27.9	9.7	3.3	.0059
Switzerland	59,741	16,940	29.8	28.1	8.9	4.8	.0019
Union	68,312	22,237	26.6	29.5	16.0	10.1	.0021
Vermillion	191,252	20,987	27.0	28.2	15.3	8.7	.0061
Wabash	360,710	22,324	27.3	31.6	15.8	8.7	.0121
Warren	105,747	29,709	17.2	28.5	20.4	19.6	.0026
Washington	199,712	19,117	29.2	30.1	11.1	6.4	.0072
Wayne	735,817	21,261	26.1	30.5	14.1	8.4	.0299
Richmond	394,491	19,036	27.3	28.5	12.2	7.1	.0197
Wells	249,592	22,034	27.8	33.1	15.2	7.0	.0085
White	238,459	21,021	28.1	33.3	12.8	6.5	.0086
TOTAL METRO COUNTIES	**44,202,209**	**25,636**	**21.6**	**29.7**	**18.3**	**13.6**	**1.5536**
TOTAL STATE	**62,354,942**	**24,382**	**23.1**	**29.7**	**17.4**	**12.2**	**2.1778**

IOWA

IOWA

S&MM ESTIMATES

POPULATION—12/31/86 | **RETAIL SALES BY STORE GROUP 1986**

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CEDAR RAPIDS	**172.0**	**.0707**	**31.2**	**11.9**	**18.5**	**19.6**	**23.3**	**67.0**	**1,042,861**	**221,823**	**95,421**	**196,298**	**48,874**	**212,082**	**34,004**
Linn	172.0	.0707	31.2	11.9	18.5	19.6	23.3	67.0	1,042,861	221,823	95,421	196,298	48,874	212,082	34,004
• Cedar Rapids	110.0	.0452	31.5	12.4	19.0	18.4	24.9	44.5	868,422	158,802	77,311	192,113	42,692	180,659	27,243
SUBURBAN TOTAL	62.0	.0255	30.5	11.1	18.0	21.6	20.4	22.5	174,439	63,021	18,110	4,185	6,182	31,423	6,761
DAVENPORT - ROCK ISLAND - MOLINE	**386.0**	**.1586**	**31.5**	**11.3**	**17.7**	**19.0**	**24.8**	**146.2**	**2,250,7[illegible]7**	**445,763**	**231,119**	**320,372**	**94,465**	**553,721**	**84,585**
Scott	166.0	.0682	30.2	11.6	19.4	19.1	21.5	62.6	997,960	208,693	106,234	167,549	52,298	212,420	29,304
• Davenport	103.9	.0427	30.3	12.7	19.7	17.1	23.6	40.9	723,799	138,364	75,676	125,472	42,624	174,201	21,998

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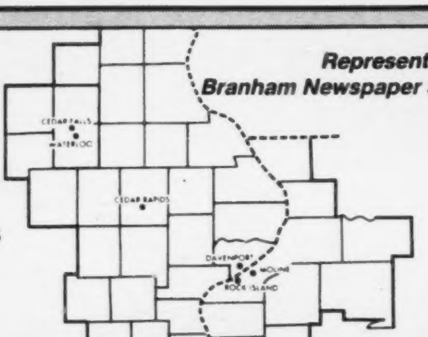
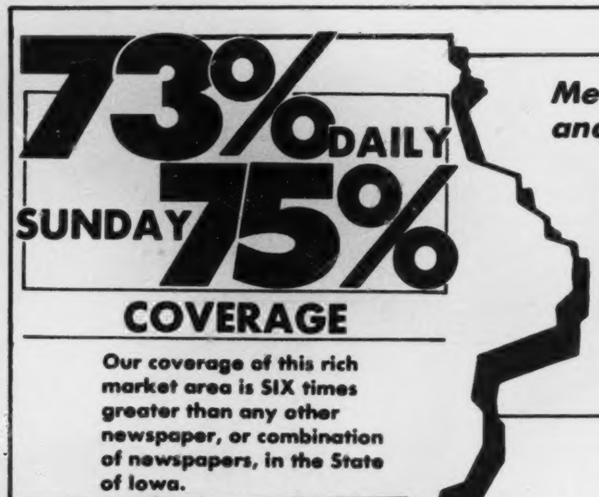


POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Henry, Ill.	*56.0*	*.0230*	*33.3*	*9.3*	*15.7*	*19.6*	*27.7*	*20.7*	*205,231*	*39,857*	*20,424*	*8,810*	*10,596*	*58,525*	*9,666*
Rock Island, Ill.	*164.0*	*.0674*	*32.5*	*11.6*	*16.7*	*18.7*	*27.1*	*62.9*	*1,047,606*	*197,213*	*104,461*	*144,013*	*31,571*	*282,776*	*45,615*
• *Moline*	*45.6*	*.0187*	*33.7*	*11.5*	*17.1*	*18.2*	*29.6*	*18.8*	*461,643*	*63,660*	*51,551*	*104,808*	*21,333*	*97,207*	*16,245*
• *Rock Island*	*45.1*	*.0185*	*32.6*	*13.5*	*15.7*	*15.8*	*30.4*	*17.5*	*192,609*	*31,903*	*21,776*	*11,870*	*3,898*	*51,498*	*10,427*
SUBURBAN TOTAL	191.4	.0787	31.5	9.9	17.3	20.9	23.0	69.0	872,746	211,836	82,116	78,222	26,610	230,815	35,915
DES MOINES	**386.0**	**.1587**	**31.7**	**11.5**	**18.8**	**19.4**	**24.4**	**153.4**	**2,588,220**	**587,231**	**240,406**	**381,013**	**142,633**	**586,154**	**64,551**
Dallas	30.9	.0127	33.3	8.7	17.0	19.8	27.3	12.0	122,253	36,476	5,087	13,187	2,957	37,626	2,064
Polk	317.4	.1305	31.7	11.9	19.2	19.1	24.5	128.2	2,369,270	525,026	229,348	362,742	138,294	510,461	60,094
• Des Moines	193.8	.0797	32.1	12.6	18.9	17.0	27.5	81.4	1,589,571	339,436	152,167	258,013	91,111	361,745	38,186
Warren	37.7	.0155	30.6	10.2	17.9	21.6	20.5	13.2	96,697	25,729	5,971	5,084	1,382	38,067	2,393
SUBURBAN TOTAL	192.2	.0790	31.3	10.3	18.7	21.9	21.2	72.0	998,649	247,795	88,239	123,000	51,522	224,409	26,365
DUBUQUE	**91.6**	**.0377**	**29.9**	**12.6**	**16.4**	**17.2**	**24.5**	**31.2**	**519,126**	**105,745**	**48,005**	**92,193**	**28,510**	**108,224**	**18,473**
Dubuque	91.6	.0377	29.9	12.6	16.4	17.2	24.5	31.2	519,126	105,745	48,005	92,193	28,510	108,224	18,473
• Dubuque	60.1	.0247	31.2	13.4	16.3	16.5	27.3	21.8	457,403	95,786	42,641	90,391	23,178	88,913	17,623
SUBURBAN TOTAL	31.5	.0130	27.4	11.1	16.2	18.7	19.0	9.4	61,723	9,959	5,364	1,802	5,332	19,311	850
IOWA CITY	**86.9**	**.0357**	**27.1**	**25.3**	**23.4**	**15.4**	**16.0**	**33.4**	**436,759**	**92,211**	**50,761**	**59,837**	**24,231**	**82,327**	**12,976**
Johnson	86.9	.0357	27.1	25.3	23.4	15.4	16.0	33.4	436,759	92,211	50,761	59,837	24,231	82,327	12,976
• Iowa City	52.0	.0214	25.5	32.2	23.9	13.1	14.1	19.9	316,283	70,367	35,524	47,817	15,708	52,908	10,332
SUBURBAN TOTAL	34.9	.0143	29.6	15.0	22.6	18.8	18.9	13.5	120,476	21,844	15,237	12,020	8,523	29,419	2,644
SIOUX CITY	**117.7**	**.0484**	**31.9**	**11.0**	**16.8**	**17.0**	**27.9**	**44.8**	**719,771**	**154,643**	**59,490**	**109,854**	**34,616**	**157,916**	**20,677**
Woodbury	99.5	.0409	32.4	11.0	16.5	16.9	28.8	38.2	657,506	143,350	50,659	109,116	29,839	145,576	19,151
• Sioux City	80.6	.0331	32.3	11.5	16.7	16.5	29.1	31.2	622,618	134,689	46,875	107,503	27,458	136,633	18,849
Dakota, Neb.	*18.2*	*.0075*	*29.8*	*10.7*	*18.8*	*17.7*	*22.5*	*6.6*	*62,265*	*11,293*	*8,831*	*738*	*4,777*	*12,340*	*1,526*
SUBURBAN TOTAL	37.1	.0153	31.1	9.8	17.3	18.0	25.3	13.6	97,153	19,954	12,615	2,351	7,158	21,283	1,828
WATERLOO - CEDAR FALLS	**154.8**	**.0637**	**30.2**	**14.7**	**17.5**	**17.4**	**24.3**	**56.9**	**836,591**	**167,704**	**75,832**	**117,240**	**40,710**	**202,487**	**31,156**
Black Hawk	130.1	.0535	30.0	15.0	18.0	17.2	23.8	48.0	752,271	142,664	68,838	111,727	37,932	183,394	27,621
• Cedar Falls	33.7	.0139	26.8	24.8	17.5	16.5	19.3	11.4	236,084	37,405	19,066	23,717	10,865	82,232	7,959
• Waterloo	70.7	.0291	31.4	12.1	18.3	16.6	26.8	28.0	477,851	91,255	45,527	86,409	26,318	93,553	18,953
Bremer	24.7	.0102	31.8	13.0	15.2	18.6	26.6	8.9	84,320	25,040	6,994	5,513	2,778	19,093	3,535
SUBURBAN TOTAL	50.4	.0207	30.9	11.6	16.4	19.1	24.1	17.5	122,656	39,044	11,239	7,114	3,527	26,702	4,244
OTHER COUNTIES															
Adair	9.2	.0038	38.4	8.4	13.0	16.9	37.1	3.7	46,920	14,552	5,254	1,585	755	7,903	1,262
Adams	5.4	.0022	38.9	7.9	13.1	18.5	36.4	2.1	15,211	4,924	611	441	443	2,389	505
Allamakee	15.0	.0062	34.7	9.0	13.5	16.5	33.1	5.4	81,806	23,747	4,920	5,012	1,465	26,095	734
Appanoose	14.8	.0061	36.6	8.9	14.0	16.3	35.6	6.1	67,934	20,423	5,276	7,780	1,946	12,156	1,490
Audubon	7.9	.0033	38.2	8.2	12.6	17.7	36.5	3.1	36,376	8,294	2,126	1,200	2,177	11,677	983
Benton	23.4	.0096	34.1	9.4	14.7	18.7	29.8	9.0	80,797	18,364	5,849	1,379	3,326	27,733	2,916
Boone	25.9	.0106	35.2	10.1	16.5	17.7	32.5	10.0	112,005	26,693	10,144	7,059	6,801	29,633	3,965
Buchanan	22.8	.0093	30.7	10.3	15.7	16.8	26.4	8.1	89,328	23,418	6,669	4,671	1,099	25,616	3,172
Buena Vista	20.6	.0085	34.1	13.1	14.5	15.6	33.1	7.9	148,678	31,590	11,649	15,698	6,101	40,031	3,582
Butler	17.0	.0070	34.9	8.6	14.9	17.0	32.8	6.4	42,555	11,844	2,401	2,387	1,823	10,872	924
Calhoun	12.4	.0051	38.9	8.7	12.8	16.8	37.7	4.8	46,028	12,969	2,538	1,764	2,963	12,337	1,493
Carroll	22.9	.0094	32.6	9.9	14.1	16.3	30.3	8.3	172,061	24,506	12,563	14,367	4,277	51,203	2,030
Cass	16.6	.0068	37.2	8.9	14.1	17.4	35.3	6.8	126,152	29,378	6,950	12,432	2,557	27,093	4,534
Cedar	18.9	.0078	34.2	9.0	15.5	18.6	30.3	7.3	79,882	18,953	4,603	3,420	2,882	23,229	1,557
Cerro Gordo	49.0	.0202	34.3	11.1	16.3	17.9	31.0	19.9	378,177	89,454	28,304	53,716	15,253	77,886	10,881
Cherokee	15.1	.0062	35.2	9.2	15.0	17.7	32.6	6.0	91,302	22,674	4,717	6,325	2,708	30,187	3,159
Chickasaw	14.9	.0061	33.0	10.0	13.8	17.7	29.5	5.4	50,933	12,199	3,756	2,882	1,642	16,057	1,863
Clarke	8.8	.0036	36.0	9.2	14.3	17.9	33.5	3.4	56,480	18,026	4,925	5,506	467	10,758	1,106
Clay	19.2	.0079	32.8	10.7	16.7	17.5	28.8	7.8	142,804	29,206	10,209	14,163	5,990	38,082	3,587



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S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Clayton	21.3	.0088	34.7	9.5	13.8	17.3	32.3	8.2	78,129	17,289	4,514	949	2,578	26,047	2,425
Clinton	55.8	.0229	32.9	10.1	16.0	18.5	28.2	20.9	327,840	76,232	26,745	35,914	19,460	93,754	9,686
Crawford	18.5	.0076	33.2	9.8	14.6	17.6	29.9	6.9	68,348	17,951	7,074	3,572	1,933	12,530	1,994
Davis	9.2	.0038	35.6	9.3	13.6	17.8	33.0	3.3	34,258	8,703	2,144	585	1,138	9,242	1,282
Decatur	9.4	.0039	34.7	14.9	13.0	15.8	33.8	3.4	41,795	15,157	2,775	1,702	1,107	6,285	2,457
Delaware	19.3	.0079	31.0	10.4	13.9	17.3	27.2	6.7	81,409	21,417	5,638	6,540	1,774	18,899	3,682
Des Moines	45.3	.0186	33.8	9.5	16.5	18.3	29.8	18.1	292,364	70,035	24,064	50,708	16,423	51,194	8,380
Dickinson	15.8	.0065	35.9	8.3	16.1	17.6	33.5	6.4	82,261	15,431	10,882	4,560	2,367	19,749	2,346
Emmet	12.4	.0051	33.2	10.7	15.2	16.5	30.8	5.0	61,359	15,808	3,742	4,803	1,721	16,210	1,696
Fayette	24.3	.0100	34.5	10.1	13.9	17.1	32.2	9.3	106,447	25,346	5,962	8,414	4,251	33,209	2,236
Floyd	18.9	.0077	35.2	8.5	14.5	18.4	31.8	7.2	95,653	26,475	6,887	11,409	2,654	20,405	2,483
Franklin	12.5	.0052	36.8	8.4	14.8	17.7	34.6	5.2	46,791	12,981	2,311	2,902	1,717	11,379	1,489
Fremont	9.3	.0038	37.6	7.8	14.2	17.0	36.0	3.7	48,240	21,488	2,829	241	1,339	5,923	1,940
Greene	11.3	.0047	37.5	8.1	14.1	16.3	36.6	4.7	63,650	13,398	4,740	3,257	997	22,667	2,702
Grundy	13.9	.0057	35.7	8.3	14.7	19.1	32.0	5.4	50,056	15,204	5,032		1,790	12,704	2,631
Guthrie	11.6	.0047	39.3	7.2	13.4	17.0	38.1	4.6	27,305	8,273	1,915	2,043	1,919	5,860	1,377
Hamilton	16.9	.0070	35.6	9.2	14.9	18.0	32.7	6.8	77,295	24,782	7,088	5,041	2,360	10,776	2,941
Hancock	14.0	.0057	33.8	9.2	15.9	17.1	31.0	5.6	33,579	9,975	2,655	619	2,086	7,849	1,802
Hardin	21.2	.0088	36.0	10.4	13.8	17.4	33.9	8.2	138,363	33,256	6,269	8,842	3,463	46,649	4,153
Harrison	15.8	.0065	35.8	9.1	13.2	17.6	33.4	6.0	90,079	14,505	6,083	1,511	3,393	43,175	4,089
Henry	19.0	.0078	33.9	11.1	16.2	17.4	30.8	7.1	100,107	23,780	5,916	9,083	3,551	32,112	3,655
Howard	10.7	.0044	37.3	8.6	12.6	15.9	36.7	4.1	44,993	14,024	2,167	1,860	1,620	8,582	2,478
Humboldt	12.0	.0049	37.1	8.7	13.6	18.0	34.7	5.1	53,147	15,868	4,388	3,653	1,895	14,649	2,094
Ida	8.8	.0036	37.6	8.4	13.5	17.3	35.9	3.5	48,768	12,847	2,401	2,983	845	13,235	1,935
Iowa	15.3	.0063	35.7	9.3	14.6	18.0	32.9	6.0	78,365	20,203	16,460	1,200	4,653	11,885	1,621
Jackson	22.9	.0094	32.5	9.8	14.2	18.1	28.3	8.3	81,214	24,848	5,536	6,432	3,282	17,059	2,747
Jasper	36.2	.0149	34.7	9.2	15.6	19.5	30.0	14.1	180,608	44,446	13,552	11,837	6,410	45,427	7,893
Jefferson	16.9	.0070	33.2	10.7	20.3	17.2	29.1	6.4	85,391	21,139	6,242	6,366	1,624	25,851	2,821
Jones	20.3	.0083	32.8	10.9	15.5	17.8	28.8	7.2	72,881	17,633	4,642	5,618	1,863	21,864	2,011
Keokuk	12.3	.0051	38.0	8.6	13.4	16.4	36.9	4.9	36,308	4,471	1,957	292	931	13,731	1,131
Kossuth	21.0	.0086	33.9	9.7	14.1	17.1	31.3	8.0	103,765	21,131	7,894	9,715	4,439	32,417	2,193
Lee	43.1	.0178	33.6	9.9	16.5	18.1	29.6	16.5	201,586	56,459	16,855	25,209	11,910	42,492	7,801
Louisa	12.4	.0051	32.8	9.3	15.8	18.8	27.8	4.5	39,794	13,777	3,893	705	917	13,167	1,291
Lucas	10.0	.0041	38.2	8.2	13.3	18.7	35.5	4.2	70,040	20,223	3,446	2,781	2,586	11,455	2,197
Lyon	12.4	.0051	33.7	8.8	14.3	16.6	31.5	4.5	34,942	8,738	2,101	900	3,694	6,930	474
Madison	12.3	.0050	36.1	7.4	14.5	18.8	32.8	4.6	66,175	16,818	6,294	1,978	1,537	17,297	2,257
Mahaska	23.2	.0096	34.2	11.4	15.6	16.4	32.3	9.1	108,437	28,713	10,124	10,725	6,514	19,868	3,068
Marion	30.5	.0125	33.0	12.5	15.5	17.8	29.0	11.0	113,135	26,897	10,871	8,799	6,094	31,682	4,060

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IOWA (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Marshall	40.8	.0168	33.6	9.8	16.8	18.6	29.1	16.0	217,456	54,226	18,437	26,878	7,803	51,966	10,444
Mills	14.0	.0058	32.6	9.8	18.3	18.5	27.0	4.7	47,895	12,461	3,405	2,334	1,077	16,986	1,887
Mitchell	11.5	.0047	37.0	9.2	12.2	16.8	35.5	4.5	49,679	7,181	3,192	1,022	1,910	11,754	1,878
Monona	11.2	.0046	39.3	7.9	13.2	16.8	38.2	4.5	64,178	12,172	4,011	2,084	1,811	27,393	3,754
Monroe	8.8	.0036	36.8	9.4	13.6	16.9	35.3	3.4	27,097	8,936	1,228	382	248	7,052	508
Montgomery	13.3	.0055	37.7	8.7	14.6	16.4	36.5	5.5	83,853	18,258	5,404	13,369	2,534	19,527	4,245
Muscatine	41.4	.0170	31.7	10.4	16.9	18.7	25.7	15.3	214,359	59,346	18,629	17,153	9,612	35,469	8,978
O'Brien	16.3	.0067	36.1	9.9	13.6	16.7	34.5	6.3	93,366	18,772	6,405	5,487	2,324	27,159	3,629
Osceola	8.2	.0034	36.1	9.2	13.0	17.2	34.2	3.2	23,988	6,239	1,681	961	644	4,246	420
Page	18.7	.0077	37.6	8.8	14.3	16.8	36.4	7.5	111,453	12,383	5,623	17,166	4,769	20,201	4,206
Palo Alto	11.7	.0048	35.2	10.5	12.9	16.7	33.5	4.7	55,749	10,192	3,110	1,603	2,564	16,854	1,681
Plymouth	24.5	.0100	32.8	11.1	14.3	17.0	29.7	9.0	121,736	32,702	8,635	9,852	2,095	32,651	2,391
Pocahontas	10.5	.0044	38.1	8.1	12.9	17.1	36.8	4.1	34,975	8,070	2,885	906	1,018	9,007	371
☐ Pottawattamie	87.7	.0360	32.1	10.6	16.0	18.8	26.6	33.1	622,153	109,448	51,120	58,888	10,012	188,463	27,028
• Council Bluffs	56.8	.0234	31.8	11.7	16.3	17.3	27.5	22.3	526,967	93,176	41,534	56,097	8,908	172,336	24,778
Poweshiek	19.1	.0079	33.1	14.4	14.5	17.1	30.1	7.1	139,057	31,631	11,419	8,150	3,144	36,227	3,285
Ringgold	5.9	.0024	40.5	7.7	13.7	16.6	39.4	2.4	25,406	6,226	2,236	1,314	683	9,774	732
Sac	13.1	.0054	37.9	8.3	13.6	16.4	36.9	5.4	54,206	9,328	3,451	1,079	684	14,008	1,720
Shelby	14.6	.0060	35.0	8.7	13.5	17.6	32.5	5.5	81,854	20,950	7,394	9,748	945	21,500	2,349
Sioux	31.7	.0131	29.9	14.2	14.1	16.1	26.7	10.7	117,463	26,079	6,459	3,746	4,552	43,999	3,948
Story	74.6	.0306	25.4	29.9	18.4	14.3	18.2	25.6	434,185	104,907	42,247	56,979	20,464	108,416	11,330
Ames	46.1	.0190	23.9	41.5	18.1	11.9	13.3	14.7	337,583	76,422	37,860	54,357	15,740	70,841	9,215
Tama	18.8	.0078	36.1	8.4	13.9	17.9	33.4	7.0	71,318	23,012	5,366	4,670	3,196	13,687	895
Taylor	7.9	.0032	40.0	8.0	13.0	15.8	39.8	3.2	28,563	10,073	2,484	834	874	3,773	485
Union	13.4	.0055	35.5	9.4	14.8	17.0	33.7	5.4	82,119	22,344	5,480	7,180	1,447	20,217	1,518
Van Buren	8.3	.0034	36.8	8.3	13.6	17.4	35.0	3.2	21,194	5,649	1,870	490	868	2,484	399
Wapello	39.3	.0162	36.0	9.8	15.1	17.6	33.5	15.8	207,223	58,823	13,627	24,736	7,488	43,611	6,995
Washington	20.5	.0084	34.4	9.1	15.5	17.5	31.6	7.8	90,662	21,210	6,843	9,316	3,229	23,607	2,380
Wayne	7.7	.0032	42.2	7.7	12.5	15.7	42.3	3.3	33,591	9,594	2,424	839	861	6,256	1,402
Webster	43.8	.0180	33.9	11.0	15.3	17.6	30.7	17.0	268,030	47,770	24,224	46,767	11,681	67,346	6,050
Winnebago	13.1	.0054	35.5	10.6	14.5	16.5	34.1	5.2	68,101	14,788	4,742	4,526	1,338	26,428	2,553
Winneshiek	21.7	.0089	30.9	17.1	13.0	15.9	28.8	7.6	116,081	26,072	11,108	9,231	6,871	23,117	3,342
Worth	8.9	.0037	37.3	8.2	14.8	17.9	35.0	3.5	29,922	9,048	1,988	73	1,143	5,189	887
Wright	15.9	.0065	37.6	8.8	13.8	17.3	35.9	6.4	78,960	25,062	5,202	2,519	3,132	21,717	2,186
TOTAL METRO COUNTIES	**1,244.5**	**.5116**	**30.8**	**12.9**	**18.5**	**18.5**	**23.7**	**475.8**	**7,701,176**	**1,636,205**	**718,438**	**1,182,134**	**377,107**	**1,737,733**	**236,643**
TOTAL STATE	**2,909.5**	**1.1963**	**32.5**	**11.7**	**16.6**	**17.8**	**28.0**	**1,112.8**	**16,025,201**	**3,666,644**	**1,357,199**	**1,899,583**	**691,626**	**3,846,500**	**496,752**

IOWA

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CEDAR RAPIDS	**2,237,739**	**26,735**	**21.1**	**31.6**	**20.8**	**11.7**	**.0729**
Linn	2,237,739	26,735	21.1	31.6	20.8	11.7	.0729
• Cedar Rapids	1,463,739	25,940	21.6	30.9	19.7	11.7	.0513
SUBURBAN TOTAL	774,000	28,152	20.0	32.9	23.0	11.8	.0216
DAVENPORT - ROCK ISLAND - MOLINE	**5,085,815**	**27,749**	**19.3**	**29.3**	**20.6**	**15.4**	**.1628**
Scott	2,131,753	27,176	20.2	30.4	20.5	13.7	.0697
• Davenport	1,296,039	24,710	22.5	30.1	18.0	11.5	.0450
Henry, Ill.	*717,379*	*27,880*	*19.5*	*28.5*	*19.7*	*16.4*	*.0208*
Rock Island, Ill.	*2,236,683*	*28,371*	*18.4*	*28.2*	*21.0*	*16.7*	*.0723*
• *Moline*	*692,912*	*28,723*	*18.5*	*28.2*	*20.6*	*18.5*	*.0248*
• *Rock Island*	*582,978*	*24,933*	*21.7*	*26.8*	*18.5*	*14.1*	*.0174*
SUBURBAN TOTAL	2,513,886	30,009	17.1	29.4	22.7	17.2	.0756
DES MOINES	**5,152,472**	**25,942**	**22.2**	**29.9**	**18.5**	**13.6**	**.1708**
Dallas	333,960	21,923	26.1	32.5	14.7	7.4	.0106
Polk	4,384,353	26,240	21.9	29.6	18.5	14.4	.1479
• Des Moines	2,546,273	23,210	24.3	29.5	16.1	11.3	.0909
Warren	434,159	27,315	20.9	32.2	21.4	11.3	.0123
SUBURBAN TOTAL	2,606,199	28,770	19.7	30.6	21.1	16.1	.0799

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
DUBUQUE	**950,247**	**23,725**	**22.6**	**32.1**	**17.0**	**8.9**	**.0340**
Dubuque	950,247	23,725	22.6	32.1	17.0	8.9	.0340
• Dubuque	655,046	22,966	23.3	30.9	16.6	8.5	.0252
SUBURBAN TOTAL	295,201	25,179	21.2	34.6	18.0	9.7	.0088
IOWA CITY	**1,119,476**	**22,980**	**24.4**	**26.2**	**15.1**	**14.9**	**.0347**
Johnson	1,119,476	22,980	24.4	26.2	15.1	14.9	.0347
• Iowa City	642,671	20,498	25.6	23.6	13.0	14.5	.0215
SUBURBAN TOTAL	476,805	26,194	22.6	30.2	18.1	15.4	.0132
SIOUX CITY	**1,266,922**	**21,206**	**25.0**	**30.1**	**14.2**	**8.5**	**.0455**
Woodbury	1,084,470	20,984	25.1	29.2	14.3	8.7	.0397
• Sioux City	895,627	21,050	24.9	29.0	14.5	8.9	.0343
Dakota, Neb.	*182,452*	*22,194*	*24.4*	*35.3*	*13.8*	*7.3*	*.0058*
SUBURBAN TOTAL	371,295	21,500	25.1	32.8	13.6	7.6	.0112
WATERLOO - CEDAR FALLS	**1,923,407**	**26,392**	**20.8**	**30.6**	**19.2**	**13.0**	**.0621**
Black Hawk	1,641,852	26,741	20.4	30.5	19.6	13.4	.0536
• Cedar Falls	420,854	27,213	21.1	29.9	18.9	15.9	.0146
• Waterloo	913,444	25,406	21.5	29.4	19.0	12.1	.0308
Bremer	281,555	24,552	22.6	31.8	16.8	10.9	.0085
SUBURBAN TOTAL	589,109	27,200	19.4	33.2	19.4	12.5	.0167

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

IOWA (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Adair	82,565	15,545	32.9	23.4	7.8	6.0	.0031
Adams	47,350	17,000	31.2	28.7	9.0	3.6	.0016
Allamakee	113,158	15,411	32.0	25.3	8.6	2.9	.0048
Appanoose	122,671	13,977	30.5	24.4	7.3	2.7	.0046
Audubon	63,674	14,592	38.3	22.3	4.3	5.3	.0025
Benton	239,044	20,755	25.2	31.7	13.6	6.5	.0075
Boone	301,297	22,655	25.5	28.8	16.8	9.9	.0094
Buchanan	220,202	20,362	26.7	29.9	13.5	7.3	.0073
Buena Vista	208,597	18,793	29.5	28.6	11.0	7.5	.0082
Butler	152,873	18,358	28.6	31.1	9.2	5.3	.0049
Calhoun	113,191	16,711	31.4	24.9	9.1	6.2	.0038
Carroll	219,219	19,183	30.9	30.1	10.9	6.8	.0091
Cass	165,188	17,412	30.9	27.4	9.7	5.7	.0067
Cedar	188,729	20,168	26.5	31.3	12.3	6.8	.0063
Cerro Gordo	581,501	22,025	25.3	30.9	14.4	9.2	.0216
Cherokee	150,047	17,447	30.9	26.2	9.7	7.6	.0056
Chickasaw	127,956	18,263	29.0	29.7	9.7	5.7	.0043
Clarke	71,784	15,202	31.2	25.2	7.6	4.1	.0032
Clay	208,154	19,131	30.0	27.6	11.6	8.7	.0079
Clayton	176,498	15,306	31.8	24.5	7.4	4.7	.0063
Clinton	615,984	23,700	23.2	32.9	18.1	7.8	.0216
Crawford	164,621	17,779	28.7	29.6	9.9	5.0	.0057
Davis	72,193	15,418	27.5	25.2	7.6	5.3	.0027
Decatur	73,795	14,651	29.4	24.6	7.9	3.8	.0028
Delaware	176,794	20,196	26.2	30.7	13.0	6.9	.0063
Des Moines	555,535	23,623	23.9	29.6	17.5	10.2	.0189
Dickinson	186,691	21,354	28.2	30.7	13.2	9.5	.0061
Emmet	119,676	18,197	28.7	31.0	9.4	5.3	.0043
Fayette	224,179	17,633	30.0	27.7	10.3	5.6	.0079
Floyd	174,143	18,329	29.2	28.7	11.8	4.7	.0064
Franklin	133,811	19,421	28.0	30.4	11.9	6.3	.0042
Fremont	95,413	18,651	28.4	26.9	11.8	7.6	.0034
Greene	119,485	18,202	28.3	28.0	10.5	7.0	.0042
Grundy	172,286	24,568	23.4	31.9	16.2	12.0	.0051
Guthrie	101,936	16,000	29.7	26.0	8.9	4.5	.0032
Hamilton	186,800	20,592	28.3	31.0	11.7	8.8	.0061
Hancock	142,810	19,109	30.4	31.6	9.9	6.4	.0041
Hardin	209,[illegible]42	18,897	28.6	30.5	10.3	6.4	.0082
Harrison	133,462	16,233	29.5	26.0	9.5	4.5	.0054
Henry	204,587	20,978	27.6	31.1	13.1	8.3	.0070
Howard	100,684	17,083	29.2	26.0	10.5	5.7	.0034
Humboldt	123,240	17,642	32.0	29.5	8.8	5.5	.0042
Ida	84,432	16,556	31.8	26.3	8.3	6.0	.0031
Iowa	162,832	21,477	26.1	34.3	12.3	7.2	.0056
Jackson	213,109	19,840	25.3	33.1	10.1	6.4	.0072
Jasper	403,475	22,389	25.1	32.8	15.7	7.7	.0133
Jefferson	184,493	19,929	26.9	28.8	11.9	9.2	.0063
Jones	198,057	21,228	25.0	30.3	16.1	6.3	.0065
Keokuk	121,399	17,933	30.1	26.4	10.4	6.8	.0039
Kossuth	193,702	17,674	30.7	28.1	9.9	6.0	.0070
Lee	491,099	22,355	24.8	29.5	15.9	10.0	.0159
Louisa	136,672	23,573	23.2	32.2	16.0	10.1	.0041
Lucas	99,654	16,847	28.6	25.2	12.0	5.0	.0038
Lyon	94,190	15,037	32.4	24.1	5.0	5.5	.0034
Madison	112,662	18,825	25.7	29.6	11.5	5.9	.0042
Mahaska	225,098	18,186	29.4	29.1	10.0	5.8	.0079
Marion	331,229	23,033	24.3	32.2	15.7	9.6	.0103
Marshall	517,794	24,925	23.0	31.2	18.2	11.1	.0165
Mills	141,370	22,407	26.4	32.5	15.1	8.6	.0045
Mitchell	110,095	16,242	31.1	24.0	9.5	7.2	.0037
Monona	95,970	15,507	32.8	23.9	7.6	4.2	.0039
Monroe	95,013	20,313	27.9	28.2	14.5	8.0	.0029
Montgomery	147,839	20,015	28.0	29.5	14.2	6.3	.0053
Muscatine	514,035	25,951	20.6	29.0	17.6	15.0	.0164
O'Brien	149,625	16,781	31.5	26.1	8.8	6.0	.0057
Osceola	72,528	16,376	32.7	25.4	9.2	5.4	.0024
Page	196,382	18,697	29.7	28.1	11.5	6.7	.0070
Palo Alto	114,739	17,479	31.4	26.5	10.9	5.7	.0041
Plymouth	229,674	18,118	30.8	28.7	8.5	7.6	.0083
Pocahontas	113,684	19,169	30.1	27.2	11.1	9.3	.0035
☐ Pottawattamie	993,036	23,282	24.0	30.1	17.0	10.1	.0364
• Council Bluffs	640,122	21,967	25.5	29.6	16.2	8.5	.0261
Poweshiek	207,923	21,806	25.4	31.1	15.1	8.2	.0079
Ringgold	45,756	12,424	29.3	19.6	6.1	4.1	.0018
Sac	118,658	15,889	36.1	26.4	5.9	5.3	.0041
Shelby	135,567	17,854	33.1	28.6	9.1	6.0	.0052
Sioux	267,118	18,509	32.8	30.8	8.4	5.7	.0094
Story	892,547	24,328	23.8	27.6	17.8	13.2	.0299
Ames	528,053	22,771	25.1	25.5	16.0	14.1	.0195
Tama	182,655	19,855	27.3	30.3	13.4	5.9	.0062
Taylor	61,786	13,488	33.0	20.6	7.0	3.2	.0022
Union	143,409	19,263	27.4	27.7	12.5	7.7	.0051
Van Buren	64,720	14,495	30.0	24.5	6.7	4.1	.0023
Wapello	412,683	18,943	27.7	28.4	12.8	6.4	.0143
Washington	214,633	19,417	29.0	27.5	12.5	8.6	.0072
Wayne	59,128	12,701	33.7	19.0	5.4	2.8	.0023
Webster	454,056	19,705	27.3	29.1	13.0	7.2	.0166
Winnebago	160,552	22,550	27.2	31.6	15.3	9.8	.0052
Winneshiek	212,088	18,710	29.8	26.6	11.4	8.8	.0077
Worth	95,573	19,990	30.8	30.0	12.4	7.6	.0029
Wright	214,066	24,147	22.6	28.5	16.4	14.7	.0065
TOTAL METRO COUNTIES	**15,592,600**	**25,325**	**22.2**	**30.1**	**18.4**	**12.4**	**.5203**
TOTAL STATE	**32,727,334**	**21,837**	**25.3**	**29.5**	**15.0**	**9.7**	**1.1137**

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KANSAS

KANS.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
KANSAS CITY	**1,525.0**	**.6268**	**32.3**	**10.6**	**18.3**	**20.2**	**24.9**	**574.1**	**11,010,066**	**2,052,007**	**975,965**	**1,515,617**	**451,563**	**2,889,180**	**314,565**
Johnson	317.1	.1304	32.1	9.2	20.3	22.6	21.5	119.4	2,659,455	456,881	204,980	383,094	163,285	673,980	61,479
• Olathe	50.8	.0209	27.8	11.9	25.3	19.0	12.8	17.4	359,557	81,941	23,949	36,078	13,072	118,415	6,824
Overland Park	93.7	.0385	32.9	8.8	19.4	24.2	21.8	35.6	1,147,890	131,874	80,181	260,748	73,738	307,975	25,201
Leavenworth	59.6	.0245	32.1	10.5	18.4	21.8	22.9	18.8	219,983	52,809	15,389	23,391	9,956	72,593	5,673
• Leavenworth	35.8	.0147	32.0	11.5	18.6	20.9	23.5	11.3	184,624	43,413	13,247	21,940	8,044	60,370	4,597
Miami	23.1	.0094	34.9	8.8	14.8	19.5	30.3	8.4	92,221	30,058	5,999	11,549	3,997	20,337	3,587
Wyandotte	174.1	.0716	31.5	11.7	16.7	17.3	26.8	64.9	828,905	203,027	69,835	111,709	23,469	192,013	34,996
• Kansas City	162.0	.0666	31.4	11.9	16.6	17.1	27.0	60.9	778,868	191,500	68,038	111,398	23,021	165,054	34,109
Cass, Mo.	*57.0*	*.0234*	*31.9*	*9.3*	*16.4*	*22.9*	*22.1*	*19.5*	*234,748*	*61,250*	*16,371*	*37,926*	*4,981*	*64,175*	*6,886*
Clay, Mo.	*147.9*	*.0608*	*31.7*	*11.5*	*19.1*	*21.7*	*22.0*	*55.2*	*1,306,993*	*243,729*	*87,166*	*228,336*	*41,723*	*374,418*	*36,104*
Jackson, Mo.	*639.1*	*.2627*	*32.7*	*11.2*	*18.2*	*18.9*	*26.9*	*249.5*	*5,309,932*	*913,037*	*534,312*	*685,661*	*195,289*	*1,425,988*	*152,915*
Independence	*115.4*	*.0474*	*33.0*	*10.9*	*17.6*	*20.1*	*26.4*	*44.2*	*927,232*	*171,126*	*81,974*	*129,250*	*33,386*	*301,848*	*25,234*
• Kansas City	*450.6*	*.1853*	*32.6*	*11.6*	*18.4*	*18.1*	*27.5*	*178.1*	*3,862,544*	*617,439*	*415,320*	*615,400*	*146,881*	*909,985*	*106,529*
Lafayette, Mo.	*31.4*	*.0129*	*36.4*	*8.9*	*14.2*	*19.4*	*32.6*	*11.5*	*114,292*	*29,433*	*10,030*	*11,413*	*3,090*	*34,354*	*3,140*
Platte, Mo.	*52.5*	*.0216*	*31.2*	*9.8*	*19.9*	*23.7*	*18.7*	*18.8*	*173,740*	*47,326*	*27,554*	*13,298*	*3,679*	*21,245*	*7,524*
Ray, Mo.	*23.2*	*.0095*	*34.5*	*8.5*	*15.0*	*21.7*	*27.5*	*8.1*	*69,797*	*14,457*	*4,329*	*9,240*	*2,094*	*10,077*	*2,261*
SUBURBAN TOTAL	825.8	.3393	32.7	9.6	18.2	22.1	23.8	306.4	5,824,473	1,117,714	455,411	730,801	260,545	1,635,356	162,506
LAWRENCE	**72.7**	**.0299**	**26.0**	**28.8**	**20.1**	**14.8**	**17.1**	**25.8**	**392,081**	**84,998**	**46,103**	**28,576**	**18,002**	**101,713**	**8,864**
Douglas	72.7	.0299	26.0	28.8	20.1	14.8	17.1	25.8	392,081	84,998	46,103	28,576	18,002	101,713	8,864
• Lawrence	56.8	.0234	24.8	33.3	21.1	13.1	14.9	20.4	378,528	79,996	45,134	28,556	17,594	100,875	8,653
SUBURBAN TOTAL	15.9	.0065	32.2	13.3	16.3	20.7	24.7	5.4	13,553	5,002	969	20	408	838	211
TOPEKA	**160.7**	**.0661**	**32.6**	**11.1**	**18.2**	**18.9**	**26.8**	**63.1**	**1,071,120**	**242,940**	**103,618**	**145,104**	**40,570**	**246,448**	**44,324**
Shawnee	160.7	.0661	32.6	11.1	18.2	18.9	26.8	63.1	1,071,120	242,940	103,618	145,104	40,570	246,448	44,324
• Topeka	119.9	.0493	33.1	12.2	18.2	16.8	29.6	49.5	992,584	213,183	96,357	133,372	38,759	241,232	43,210
SUBURBAN TOTAL	40.8	.0168	31.1	8.1	18.1	24.9	18.1	13.6	78,536	29,757	7,261	11,732	1,811	5,216	1,114
WICHITA	**469.6**	**.1930**	**31.4**	**12.2**	**18.6**	**18.6**	**24.7**	**180.0**	**2,932,315**	**575,932**	**259,618**	**425,497**	**147,767**	**756,160**	**65,994**
Butler	48.0	.0197	33.3	9.6	16.2	19.8	27.5	17.5	200,739	48,522	13,869	22,035	10,225	60,254	6,228
Harvey	31.7	.0130	33.8	11.7	16.1	17.9	30.1	11.5	146,258	39,889	11,579	11,784	4,230	25,308	2,548
Sedgwick	389.9	.1603	31.1	12.6	19.0	18.5	24.0	151.0	2,585,318	487,521	234,170	391,678	133,312	670,598	57,218
• Wichita	289.6	.1191	31.3	13.3	19.6	17.2	25.5	118.2	2,363,102	423,886	218,627	379,034	127,520	621,085	53,276
SUBURBAN TOTAL	180.0	.0739	31.7	10.5	16.7	20.9	23.6	61.8	569,213	152,046	40,991	46,463	20,247	135,075	12,718
OTHER COUNTIES															
Allen	15.9	.0066	36.0	9.7	14.0	16.6	34.5	6.3	70,990	18,338	7,687	9,033	1,646	10,278	1,629
Anderson	8.8	.0036	38.4	8.6	12.4	16.6	37.5	3.3	23,731	8,329	1,997	805	244	4,693	471
Atchison	18.2	.0075	33.2	13.0	13.4	17.1	30.5	6.5	68,424	20,434	4,793	11,724	2,362	8,611	2,830
Barber	6.9	.0028	39.6	8.2	13.8	17.5	38.0	2.9	46,893	9,116	2,281	1,832	1,077	16,363	1,895
Barton	32.8	.0135	33.5	11.1	15.8	17.9	29.6	12.7	271,460	56,877	16,118	35,658	18,823	74,642	7,291
Bourbon	15.9	.0065	38.0	9.6	14.1	16.0	37.4	6.6	85,891	17,825	8,743	10,269	2,856	24,071	3,493
Brown	12.0	.0050	38.6	8.4	13.2	15.0	38.9	4.8	46,227	10,577	1,644	8,874	685	12,344	994
Chase	3.2	.0013	41.5	7.5	13.2	16.0	41.4	1.3	7,673	2,272	1,080	121	67	421	479
Chautauqua	5.1	.0021	43.9	7.1	11.0	17.2	44.1	2.3	14,095	5,269	772	248	158	2,918	542
Cherokee	22.9	.0094	36.6	8.4	14.0	18.1	34.1	9.0	78,789	24,300	4,156	8,041	3,111	21,753	2,400
Cheyenne	3.5	.0015	42.9	6.9	12.8	16.6	41.8	1.5	23,018	5,850	1,295	194	525	7,412	431
Clark	2.6	.0010	43.8	5.4	11.9	18.2	42.7	1.0	12,711	4,731	672		1,246	1,518	548
Clay	9.6	.0040	39.5	7.8	13.6	16.5	38.6	3.8	50,941	14,771	2,331	4,767	2,849	11,600	1,392
Cloud	11.9	.0049	39.3	10.6	12.7	15.2	39.5	4.6	55,602	14,021	3,453	7,549	3,755	11,276	2,283
Coffey	10.0	.0041	35.6	8.9	15.1	16.7	34.0	3.7	34,607	6,701	2,615	2,665	1,280	9,309	1,319
Comanche	2.6	.0011	42.3	6.8	12.2	18.1	40.8	1.0	9,203	1,546	1,176		734	2,493	385
Cowley	38.1	.0156	35.0	10.3	15.2	17.8	32.2	14.5	184,129	46,907	15,704	22,875	8,164	40,321	9,066
Crawford	37.9	.0156	36.3	13.3	13.9	15.6	35.9	15.6	174,205	50,523	16,965	26,091	6,837	33,037	5,605
Decatur	4.4	.0018	41.7	8.3	11.8	16.4	40.5	1.8	27,227	5,221	1,251	972	818	10,797	921
Dickinson	20.1	.0083	38.4	8.1	12.9	18.7	35.8	8.0	89,443	21,952	6,551	7,709	2,122	18,555	3,332
Doniphan	9.4	.0038	34.1	10.6	14.7	15.9	32.8	3.4	27,860	7,534	1,569	540	386	944	764
Edwards	4.2	.0018	40.0	8.1	13.2	17.4	38.8	1.7	12,447	5,281	618	112	235	2,139	286
Elk	3.8	.0015	46.1	6.3	10.5	16.6	46.2	1.6	9,862	2,344	899		177	1,431	252
Ellis	27.9	.0115	28.4	19.1	17.7	15.5	22.8	10.5	290,994	60,690	24,964	24,228	15,734	85,599	8,143

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S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Ellsworth	6.8	.0028	40.8	7.4	13.0	16.0	40.4	2.9	27,378	7,868	1,566	836	471	6,479	1,684
Finney	29.5	.0121	28.4	12.2	19.1	17.4	20.0	10.3	258,110	59,345	14,046	26,989	12,262	84,382	1,080
Ford	26.5	.0109	31.5	12.6	16.3	17.7	26.5	9.8	252,132	45,416	19,502	38,493	15,377	78,146	7,624
Franklin	22.5	.0093	35.0	11.2	13.9	18.5	31.6	8.5	86,143	25,212	9,188	12,434	2,269	14,565	2,623
Geary	31.0	.0127	25.9	20.9	17.8	16.8	17.0	10.6	218,808	45,664	30,547	33,732	17,515	52,532	3,111
Gove	3.7	.0015	34.3	8.8	14.2	17.2	31.8	1.4	12,865	2,211	592		685	6,746	560
Graham	3.9	.0016	38.0	8.5	12.2	19.3	34.7	1.5	26,119	5,535	1,016	458		12,511	463
Grant	7.3	.0030	29.5	10.4	18.0	20.6	19.5	2.6	44,714	9,942	2,449	4,000	1,307	17,300	1,433
Gray	5.4	.0023	31.8	10.1	17.0	18.5	26.0	1.9	12,777	3,555	638		227	3,506	899
Greeley	1.8	.0007	34.0	10.4	14.0	18.1	30.5	.7	7,387	2,614	223			2,150	448
Greenwood	8.4	.0035	42.7	6.7	12.0	16.7	42.2	3.5	37,724	10,377	3,002	660	968	9,948	1,891
Hamilton	2.4	.0009	38.9	7.3	13.3	18.7	36.3	1.1	8,703	152	761	791	354	1,553	188
Harper	7.6	.0032	42.1	6.8	12.6	17.5	41.1	3.2	48,501	10,356	2,782	3,983	2,025	19,604	1,104
Haskell	3.9	.0016	30.4	9.6	17.7	19.8	22.0	1.4	9,542	4,788	342			612	592
Hodgeman	2.2	.0009	38.8	8.7	12.9	17.9	36.7	.9	3,469	280	195		181	1,639	
Jackson	12.0	.0049	34.8	7.7	14.9	19.2	30.5	4.4	28,445	7,296	2,456	5,232	683	5,507	541
Jefferson	16.7	.0069	34.8	7.6	15.8	20.4	29.3	5.7	28,405	10,297	1,354	442	1,599	3,324	911
Jewell	4.8	.0020	41.9	7.5	12.5	16.6	40.8	2.0	10,601	3,983	1,350	609	794	307	368
Kearny	3.7	.0015	30.4	10.0	15.9	18.3	24.4	1.2	8,962	4,494	63		716	1,536	419
Kingman	9.0	.0037	37.2	8.9	13.7	17.3	35.4	3.4	30,652	8,152	2,356	677	1,154	7,409	1,569
Kiowa	3.9	.0016	37.7	9.5	14.3	16.5	36.5	1.5	19,418	6,478	1,402	729	589	3,882	848
Labette	25.5	.0105	34.8	9.2	15.0	16.8	32.9	9.8	138,420	30,129	9,031	16,762	4,902	44,191	4,164
Lane	2.5	.0010	37.1	7.4	14.1	19.3	33.6	1.0	4,785	2,291	443		232	1,010	104
Lincoln	3.9	.0016	45.4	6.4	12.5	14.9	45.3	1.6	11,039	2,369	344	260	616	3,428	550
Linn	8.6	.0035	39.9	6.6	13.5	17.2	38.8	3.4	26,626	9,243	1,771	223	497	7,799	1,055
Logan	3.4	.0014	36.5	8.8	14.0	17.2	34.6	1.4	44,069	8,391	2,962	1,086	887	19,223	345
Lyon	36.9	.0152	29.1	18.5	19.5	14.9	23.5	14.0	254,817	62,278	22,058	31,296	9,832	58,925	7,688
McPherson	27.8	.0114	34.3	12.7	15.4	17.1	31.7	10.4	134,213	30,822	15,505	7,753	4,743	53,272	1,580
Marion	13.4	.0056	41.2	9.7	12.4	16.0	40.9	5.2	52,827	9,446	2,470	2,883	3,351	20,905	1,353
Marshall	12.8	.0052	41.1	8.7	12.2	16.6	40.3	5.2	71,822	17,782	3,736	8,893	6,842	20,525	2,116
Meade	4.7	.0020	36.6	9.7	13.6	17.8	34.1	1.8	23,624	5,529	2,543	217	314	9,889	136
Mitchell	8.2	.0034	36.4	9.3	14.4	15.2	36.4	3.4	59,430	12,874	3,385	4,819	1,747	17,566	1,051
Montgomery	42.7	.0176	36.0	9.4	14.5	17.4	33.9	16.6	244,213	49,928	16,468	30,232	11,074	55,659	5,983
Morris	6.3	.0026	41.5	7.6	11.8	17.4	40.6	2.6	25,152	5,621	1,398	472	1,032	7,804	375
Morton	3.4	.0014	31.5	10.2	16.3	20.1	24.2	1.2	20,612	6,004	964	908	265	6,881	162
Nemaha	11.1	.0045	37.0	8.9	12.4	15.8	36.4	4.2	61,571	15,520	4,315	1,888	2,167	22,270	1,908
Neosho	19.1	.0079	35.9	9.3	14.3	17.5	33.7	7.2	101,200	16,727	5,871	8,183	8,985	33,840	2,371
Ness	4.4	.0018	39.2	9.2	13.0	16.8	38.1	1.8	27,029	6,411	560	497	301	11,127	353
Norton	6.4	.0026	40.1	7.2	14.2	17.9	38.7	2.7	43,856	9,798	1,731	3,060	1,881	14,883	1,246
Osage	16.1	.0066	35.5	8.7	14.9	18.8	31.8	5.9	52,957	13,127	3,325	886	2,530	17,563	1,399
Osborne	5.8	.0024	43.3	7.5	11.4	15.5	43.2	2.3	32,702	10,709	1,560	1,020	2,911	3,774	1,156
Ottawa	5.9	.0025	39.9	7.4	12.6	18.7	37.9	2.3	25,701	5,509	875	337	234	12,627	1,091
Pawnee	7.8	.0032	37.2	8.3	15.8	18.5	34.4	3.1	40,809	11,056	2,739	4,034	1,343	13,160	1,594
Phillips	7.2	.0029	39.9	6.8	13.5	17.8	38.2	2.9	39,286	9,261	1,680	2,998	4,516	10,136	884
Pottawatomie	16.0	.0066	32.7	10.4	17.3	17.5	28.6	5.9	47,520	12,151	3,901	3,083	1,518	12,169	1,358
Pratt	10.7	.0044	36.7	11.0	14.6	17.3	34.6	4.3	101,728	17,589	9,821	10,317	2,803	34,649	2,915
Rawlins	3.9	.0016	38.2	7.7	13.7	17.4	36.5	1.5	11,424	3,925	293	483	412	3,261	225
Reno	67.1	.0276	33.1	11.6	16.9	18.0	28.8	25.9	378,150	77,911	34,881	35,413	28,758	114,838	12,363
Hutchinson	41.9	.0172	32.6	13.4	17.4	16.4	29.4	16.7	331,921	72,273	29,778	33,209	24,543	97,618	12,166
Republic	7.0	.0029	44.1	7.4	11.8	16.4	43.7	2.9	34,862	8,836	1,563	807	2,080	9,978	2,619
Rice	11.8	.0048	38.1	10.4	12.6	17.9	36.0	4.7	44,037	12,699	3,183	912	1,363	12,046	2,094
Riley	64.9	.0267	24.0	33.7	20.5	11.9	12.8	20.6	306,149	62,055	33,283	41,695	15,119	74,215	6,464
Rooks	6.7	.0028	37.9	8.6	12.8	15.9	37.2	2.6	45,830	12,243	2,168	1,178	1,844	6,413	1,193
Rush	4.4	.0018	43.6	7.1	12.1	16.7	42.5	1.7	11,796	3,891	1,122	555	209	570	250
Russell	8.9	.0036	39.8	8.1	13.9	17.2	38.4	3.5	64,163	13,797	4,280	2,924	2,470	18,961	2,429
Saline	50.9	.0210	32.1	12.4	17.5	18.5	26.4	19.9	403,375	81,209	28,842	41,767	23,944	121,785	9,410
Salina	43.4	.0178	31.8	13.1	17.8	18.1	26.1	17.2	391,426	80,319	26,629	41,427	22,151	120,676	9,330
Scott	5.9	.0024	32.4	8.5	17.2	18.2	27.4	2.2	44,722	11,996	2,810	1,919	2,413	12,546	199

WICHITA is KANSAS

Wichita is Kansas' center for shopping, business, finance and industry. It is consistently one of the nation's top markets where it counts--**purchasing power.** Among the nation's 317 MSAs, the two-county Wichita MSA* ranks an impressive **33rd** in median household income **($28,884)** and **16th** in per capita income **($14,573)**. This tremendous buying power extends to the 66-county ADI where effective buying income is **$13.7 billion!**

Cost-effectively tap this statewide market with The Wichita Eagle-Beacon. With five daily insertions reach **415,300 (52%)** ADI adults and **276,900 (83%)** in the three-county MSA. With four Sunday insertions readership soars to **490,900 (61%)** ADI adults and **305,200 (91%)** in the three-county MSA. The Eagle-Beacon is the dominant medium for reaching the fertile Kansas market.

Sources: 1986 S&MM Data Service and Simmons' 1987 National Study of Local Newspaper Ratings

CONTACT: KNIGHT-RIDDER NEWSPAPER SALES, INC.

Ask about Laboratory/Wichita, special rate parity program for all national continuity advertisers

*On October 17, 1986, a third county was added by Congress to the Wichita MSA, to more clearly reflect the strength of this market

The Wichita
Eagle-Beacon

KANS. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Seward	18.3	.0075	29.4	13.0	17.9	18.3	21.6	6.8	204,268	34,194	14,717	22,153	13,104	60,671	2,454
Sheridan	3.4	.0014	34.8	8.4	13.2	17.7	31.9	1.3	13,101	3,792	952	1,103	363	2,918	349
Sherman	7.5	.0031	33.5	10.2	15.4	19.0	28.7	2.9	71,896	7,632	4,896	9,593	3,699	29,464	2,106
Smith	5.6	.0023	44.0	7.1	11.3	17.1	43.4	2.3	29,061	7,020	1,321	2,431	1,309	6,807	805
Stafford	5.7	.0023	43.2	7.0	11.8	16.6	43.0	2.4	27,530	7,168	1,244	401	498	8,421	412
Stanton	2.3	.0010	31.6	9.8	15.4	22.0	22.7	.8	6,656	3,308	56			1,075	118
Stevens	5.1	.0021	32.1	9.7	15.8	18.1	27.4	1.7	19,434	7,286	1,442	339	939	1,999	1,130
Sumner	25.9	.0106	36.2	8.8	14.3	18.0	33.6	9.8	103,469	40,545	6,085	10,557	3,994	15,501	8,017
Thomas	9.1	.0038	30.7	14.2	15.8	17.1	26.1	3.2	70,253	14,065	6,779	5,086	3,536	24,631	1,266
Trego	4.7	.0019	37.9	8.3	13.6	15.7	37.3	1.8	23,886	6,313	1,357	636	553	5,559	805
Wabaunsee	7.1	.0029	37.9	7.5	13.4	18.6	35.3	2.5	17,424	3,676	2,770	459	433	397	205
Wallace	2.0	.0008	33.7	8.6	16.2	17.2	30.8	.7	6,955	1,603	83	147		3,001	111
Washington	7.8	.0032	42.2	7.1	11.3	15.6	42.0	3.1	27,714	7,267	2,118	323	2,071	2,849	1,809
Wichita	2.8	.0012	31.2	9.4	15.8	18.7	25.3	1.0	13,377	5,930	480	75		4,676	185
Wilson	12.3	.0050	38.3	7.8	13.6	16.5	37.4	4.8	32,273	7,394	1,733	1,410	982	8,029	2,087
Woodson	4.6	.0019	43.3	8.1	12.5	15.6	43.3	1.8	11,918	3,823	1,420	188	420	2,132	
TOTAL METRO COUNTIES	**1,276.9**	**.5249**	**31.5**	**12.1**	**18.8**	**19.4**	**24.0**	**480.4**	**8,196,080**	**1,646,645**	**705,542**	**1,128,920**	**407,046**	**2,063,244**	**224,917**
TOTAL STATE	**2,483.9**	**1.0213**	**32.5**	**12.0**	**17.1**	**18.2**	**27.4**	**939.9**	**14,803,088**	**3,172,212**	**1,210,043**	**1,767,953**	**728,149**	**3,875,425**	**412,066**

KANS.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
KANSAS CITY	**20,876,260**	**28,349**	**19.7**	**27.0**	**19.6**	**18.8**	**.6990**
Johnson	5,757,149	37,499	13.9	25.2	22.4	31.5	.1766
• Olathe	719,542	33,579	16.4	28.4	25.1	22.1	.0236
Overland Park	1,732,047	39,548	12.5	24.7	24.0	33.3	.0601
Leavenworth	670,259	27,177	20.6	28.7	21.1	13.4	.0205
• Leavenworth	396,653	25,056	22.3	28.0	19.6	12.0	.0133
Miami	257,215	22,791	24.8	28.3	16.9	10.7	.0081
Wyandotte	2,043,179	24,160	21.6	27.2	17.7	13.3	.0655
• Kansas City	1,894,234	23,793	21.9	27.1	17.5	12.9	.0609
Cass, Mo.	*623,734*	*26,198*	*21.2*	*29.5*	*19.1*	*13.6*	*.0198*
Clay, Mo.	*2,023,230*	*30,793*	*18.1*	*29.4*	*23.5*	*17.9*	*.0726*
Jackson, Mo.	*8,366,727*	*25,847*	*21.6*	*26.4*	*18.0*	*16.7*	*.3008*
Independence	*1,546,823*	*29,557*	*19.3*	*27.4*	*23.0*	*16.7*	*.0543*
• Kansas City	*5,756,904*	*24,002*	*22.6*	*26.1*	*16.4*	*15.6*	*.2121*
Lafayette, Mo.	*320,640*	*21,574*	*24.9*	*29.3*	*15.1*	*9.0*	*.0102*
Platte, Mo.	*598,930*	*26,920*	*20.7*	*33.3*	*20.8*	*11.3*	*.0180*
Ray, Mo.	*215,197*	*21,087*	*25.2*	*30.0*	*15.4*	*7.1*	*.0069*
SUBURBAN TOTAL	12,108,927	31,346	17.8	27.5	21.4	21.8	.3891
LAWRENCE	**868,990**	**22,396**	**24.3**	**24.7**	**14.9**	**15.1**	**.0285**
Douglas	868,990	22,396	24.3	24.7	14.9	15.1	.0285
• Lawrence	671,486	20,852	25.1	24.0	13.2	14.5	.0236
SUBURBAN TOTAL	197,504	28,884	20.7	27.4	21.3	17.5	.0049
TOPEKA	**2,362,663**	**28,330**	**20.7**	**27.9**	**19.0**	**19.1**	**.0747**
Shawnee	2,362,663	28,330	20.7	27.9	19.0	19.1	.0747
• Topeka	1,753,934	25,809	22.8	28.5	16.9	16.6	.0594
SUBURBAN TOTAL	608,729	37,233	13.0	25.9	26.4	28.0	.0153
WICHITA	**6,904,659**	**28,845**	**19.3**	**27.9**	**19.1**	**19.9**	**.2141**
Butler	547,087	24,570	22.7	30.4	18.7	10.7	.0173
Harvey	365,919	24,155	23.7	32.1	16.9	10.7	.0118
Sedgwick	5,991,653	29,907	18.5	27.4	19.4	21.6	.1850
• Wichita	4,483,562	28,206	19.7	27.9	18.4	19.8	.1470
SUBURBAN TOTAL	2,421,097	29,989	18.2	28.3	20.6	20.1	.0671
OTHER COUNTIES							
Allen	171,158	19,209	26.8	27.8	11.6	8.6	.0057
Anderson	89,674	18,979	28.9	25.5	12.3	9.4	.0027
Atchison	179,136	19,563	26.2	28.2	13.0	7.8	.0059
Barber	84,032	20,159	25.8	28.1	12.1	10.1	.0029
Barton	407,480	23,703	23.7	30.1	16.2	12.3	.0151
Bourbon	166,341	17,273	[illegible]	25.5	10.9	7.3	.0058
Brown	122,912	18,075	28.6	26.7	10.5	7.5	.0040
Chase	32,282	18,407	23.9	29.5	11.0	6.2	.0008
Chautauqua	65,392	18,915	27.7	25.4	11.7	10.3	.0018
Cherokee	209,846	16,710	27.7	26.6	9.7	5.7	.0070
Cheyenne	42,127	19,973	26.1	27.8	10.4	11.7	.0015
Clark	26,235	18,643	28.3	27.7	11.4	7.7	.0009
Clay	91,601	17,275	30.4	27.3	9.4	5.9	.0034
Cloud	112,619	17,311	30.8	26.1	9.4	6.8	.0040
Coffey	138,635	26,397	21.7	23.6	16.7	21.6	.0038
Comanche	24,675	17,687	34.1	28.1	7.9	6.5	.0008
Cowley	428,982	21,172	25.9	28.4	14.9	9.3	.0141
Crawford	394,269	16,983	27.3	24.4	11.7	7.3	.0133

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Decatur	42,750	16,621	32.2	25.6	8.4	6.6	.0016
Dickinson	222,504	20,037	27.6	27.8	13.5	8.8	.0072
Doniphan	80,508	17,943	28.0	29.6	9.8	5.3	.0027
Edwards	36,001	15,280	32.3	24.7	7.3	4.0	.0012
Elk	37,400	16,021	31.1	22.1	10.9	6.1	.0012
Ellis	355,531	24,690	23.9	28.4	17.5	13.4	.0141
Ellsworth	70,226	17,910	28.7	27.2	10.7	5.9	.0024
Finney	337,824	24,061	26.4	30.7	16.7	11.8	.0134
Ford	320,371	24,590	22.1	29.5	17.4	12.7	.0126
Franklin	269,640	22,164	27.4	26.7	16.3	12.0	.0080
Geary	291,090	17,654	33.8	25.3	11.4	6.5	.0120
Gove	31,815	15,976	31.8	25.1	7.0	6.4	.0011
Graham	45,153	20,111	26.0	25.0	14.2	11.1	.0016
Grant	84,981	25,125	20.9	37.9	14.3	12.8	.0029
Gray	62,120	24,860	23.9	32.2	18.1	11.2	.0017
Greeley	15,793	16,778	31.5	26.3	8.4	6.0	.0007
Greenwood	84,033	16,804	29.6	24.4	11.4	5.8	.0029
Hamilton	31,338	20,542	29.2	26.0	15.5	9.7	.0008
Harper	74,123	16,849	29.5	26.4	10.4	4.7	.0028
Haskell	41,956	23,088	26.4	33.0	15.8	8.7	.0012
Hodgeman	19,662	16,357	33.9	26.2	8.6	3.7	.0005
Jackson	120,946	21,570	25.1	30.4	16.0	6.9	.0036
Jefferson	174,655	24,219	22.5	29.0	19.2	10.2	.0050
Jewell	41,922	14,955	29.8	23.2	7.5	5.3	.0013
Kearny	39,122	24,567	23.9	32.7	16.3	12.3	.0012
Kingman	92,294	19,793	27.3	27.5	14.1	7.8	.0029
Kiowa	43,298	20,429	26.2	28.0	13.8	9.3	.0014
Labette	287,630	21,753	24.6	27.2	16.1	10.5	.0098
Lane	26,670	19,154	29.8	27.8	12.3	7.7	.0007
Lincoln	33,056	14,810	35.2	23.7	6.4	3.4	.0012
Linn	80,356	16,167	29.2	23.9	10.2	6.0	.0025
Logan	33,620	18,000	30.2	28.1	10.9	5.5	.0018
Lyon	439,795	23,066	23.6	27.8	16.8	11.9	.0156
McPherson	354,596	25,430	22.7	30.6	17.6	14.0	.0109
Marion	134,780	18,630	29.1	29.0	10.6	6.8	.0045
Marshall	134,742	17,913	29.7	24.3	11.8	8.2	[illegible]
Meade	46,533	19,500	29.9	29.2	12.4	6.9	.0017
Mitchell	75,125	16,065	32.8	25.9	7.1	4.9	.0031
Montgomery	487,586	20,887	26.1	27.5	14.7	9.8	.0168
Morris	66,874	17,948	28.8	25.4	11.3	7.7	.0021
Morton	38,848	24,360	23.1	28.7	16.4	13.6	.0013
Nemaha	103,580	16,832	29.6	24.5	9.9	7.1	.0040
Neosho	207,023	20,556	27.2	28.5	12.8	9.9	.0070
Ness	50,703	19,659	26.7	27.6	12.2	9.4	.0018
Norton	71,452	17,431	28.9	25.7	10.7	7.3	.0026
Osage	171,845	22,039	24.4	29.3	16.0	9.3	.0052
Osborne	49,633	15,333	33.8	25.0	6.3	4.4	.0020
Ottawa	59,871	18,908	27.9	28.1	11.0	8.0	.0020
Pawnee	98,693	22,462	26.1	28.6	15.3	12.8	.0032
Phillips	71,898	18,107	27.7	25.4	12.1	7.3	.0025
Pottawatomie	173,816	22,650	24.9	30.5	16.7	9.2	.0053

KANS. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Pratt	130,201	22,604	24.8	29.4	15.6	10.8	.0051
Rawlins	35,168	16,340	32.9	23.5	8.9	6.9	.0012
Reno	794,011	22,701	25.1	30.0	16.9	10.5	.0265
Hutchinson	501,635	21,847	26.5	29.4	14.6	10.5	.0186
Republic	72,732	16,559	32.0	23.5	9.5	6.9	.0025
Rice	146,890	23,131	22.8	30.6	14.6	11.6	.0043
Riley	658,626	18,109	32.3	24.3	12.1	8.7	.0226
Rooks	66,642	18,671	30.1	28.5	10.8	7.0	.0026
Rush	40,619	17,902	28.8	28.6	10.1	5.5	.0013
Russell	117,366	22,274	25.2	25.6	15.4	14.1	.0040
Saline	606,231	22,392	26.3	30.2	15.8	9.7	.0225
Salina	516,636	21,881	27.0	29.5	15.5	9.5	.0202
Scott	63,673	20,639	27.4	29.5	13.7	8.6	.0025
Seward	219,558	24,311	24.9	30.4	18.0	10.7	.0094
Sheridan	29,278	16,061	34.7	23.0	9.0	5.2	.0009
Sherman	74,081	18,065	33.7	28.5	9.7	6.1	.0034
Smith	40,526	12,596	34.5	19.7	5.1	2.1	.0017
Stafford	66,523	20,274	27.6	29.6	13.9	7.2	.0021
Stanton	22,593	19,571	31.4	27.4	11.3	9.9	.0008
Stevens	58,117	26,000	22.7	30.2	17.4	14.9	.0018
Sumner	289,173	22,732	24.8	29.4	17.3	9.1	.0090
Thomas	92,501	20,616	26.0	28.3	12.9	10.2	.0038
Trego	45,167	18,077	30.6	28.7	8.9	6.9	.0016
Wabaunsee	66,320	19,603	29.9	30.7	12.6	5.7	.0019
Wallace	12,864	13,900	35.2	20.9	4.6	3.7	.0007
Washington	54,652	12,125	33.9	18.4	3.9	2.8	.0020
Wichita	27,953	20,667	27.7	27.9	13.9	9.6	.0010
Wilson	121,060	18,496	29.2	27.7	11.8	6.3	.0038
Woodson	40,478	15,426	31.9	23.5	9.5	4.6	.0012
TOTAL METRO COUNTIES	**18,864,114**	**29,714**	**18.8**	**27.0**	**19.6**	**21.1**	**.5880**
TOTAL STATE	**32,010,294**	**24,603**	**22.9**	**27.3**	**16.7**	**15.3**	**1.0420**

KENTUCKY

KY.
S&MM ESTIMATES

POPULATION—12/31/86 / RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CLARKSVILLE - HOPKINSVILLE	**158.9**	**.0654**	**27.6**	**18.0**	**18.6**	**17.6**	**18.7**	**52.0**	**772,113**	**143,469**	**68,857**	**110,711**	**30,188**	**235,973**	**28,295**
Christian	67.5	.0278	26.9	18.8	18.0	16.2	19.4	20.5	295,833	54,792	22,529	28,653	11,346	89,753	13,099
• Hopkinsville	27.6	.0113	33.2	9.8	16.1	19.4	27.7	10.2	225,824	44,802	16,417	18,890	8,813	69,576	11,196
Montgomery, Tenn.	*91.4*	*.0376*	*28.1*	*17.4*	*19.1*	*18.6*	*18.2*	*31.5*	*476,280*	*88,677*	*46,328*	*82,058*	*18,842*	*146,220*	*15,196*
• Clarksville	*71.1*	*.0292*	*26.8*	*20.4*	*19.4*	*17.7*	*16.3*	*24.5*	*469,897*	*87,609*	*44,922*	*81,273*	*18,755*	*144,985*	*14,826*
SUBURBAN TOTAL	60.2	.0249	26.5	18.9	18.8	16.6	17.5	17.3	76,392	11,058	7,518	10,548	2,620	21,412	2,273
HUNTINGTON - ASHLAND	**338.1**	**.1390**	**33.0**	**10.6**	**16.3**	**19.7**	**27.0**	**125.2**	**1,844,282**	**373,491**	**154,548**	**354,581**	**79,026**	**372,610**	**66,172**
Boyd	54.9	.0226	33.8	10.0	16.7	20.3	27.8	20.5	353,414	77,290	31,274	62,439	11,711	67,187	18,314
• Ashland	26.3	.0108	37.9	9.7	14.2	18.8	34.9	10.7	283,189	49,402	27,546	60,039	10,589	59,840	17,318
Carter	26.4	.0108	30.7	11.1	16.1	19.1	23.9	8.9	87,565	26,159	5,743	8,504	8,196	13,689	3,720
Greenup	40.0	.0164	31.8	9.5	16.8	21.6	23.0	13.5	84,499	31,892	5,306	4,331	3,378	17,387	2,920
Lawrence, Ohio	*64.3*	*.0265*	*32.6*	*9.5*	*16.0*	*19.9*	*26.3*	*23.4*	*172,785*	*51,148*	*14,053*	*14,678*	*10,526*	*27,832*	*12,871*
Cabell, W. Va.	*105.7*	*.0435*	*34.0*	*12.1*	*16.1*	*18.5*	*29.9*	*42.1*	*1,006,701*	*156,014*	*88,708*	*236,455*	*42,067*	*219,924*	*26,569*
• Huntington	*60.8*	*.0250*	*36.4*	*13.6*	*14.7*	*16.3*	*35.3*	*25.9*	*673,514*	*123,412*	*71,552*	*79,045*	*34,273*	*168,061*	*22,358*
Wayne, W. Va.	*46.8*	*.0192*	*32.3*	*10.0*	*16.2*	*20.5*	*25.2*	*16.8*	*139,318*	*30,988*	*9,464*	*28,174*	*3,148*	*26,591*	*1,778*
SUBURBAN TOTAL	251.0	.1032	31.9	9.9	16.8	20.7	24.1	88.6	887,579	200,677	55,450	215,497	34,164	144,709	26,496
LEXINGTON-FAYETTE	**333.4**	**.1371**	**30.5**	**13.9**	**20.0**	**19.2**	**21.9**	**125.2**	**2,208,744**	**406,069**	**254,173**	**329,748**	**118,770**	**505,098**	**72,324**
Bourbon	18.8	.0077	33.7	9.1	16.2	20.0	27.9	7.0	76,929	23,462	6,111	2,558	2,024	18,077	5,510
Clark	29.7	.0122	31.9	9.5	18.0	20.2	24.2	10.8	145,254	37,621	11,917	17,402	4,075	40,173	4,769
Fayette	213.0	.0876	30.2	15.6	20.9	18.7	21.3	82.9	1,719,992	271,237	214,133	293,381	106,592	385,975	50,659
• Lexington-Fayette	213.0	.0876	30.2	15.6	20.9	18.7	21.3	82.9	1,719,992	271,237	214,133	293,381	106,592	385,975	50,659
Jessamine	29.9	.0123	29.1	13.4	20.3	19.0	19.0	10.0	121,996	27,938	10,285	8,133	2,826	38,089	3,627
Scott	23.2	.0096	31.0	12.4	16.8	19.8	23.5	8.0	62,750	21,228	6,774	3,915	2,041	8,958	3,981
Woodford	18.8	.0077	32.0	9.6	17.3	22.0	22.9	6.5	81,823	24,583	4,953	4,359	1,212	13,826	3,778
SUBURBAN TOTAL	120.4	.0495	31.2	11.0	18.0	20.0	23.2	42.3	488,752	134,832	40,040	36,367	12,178	119,123	21,665
LOUISVILLE	**970.5**	**.3988**	**31.9**	**10.9**	**18.1**	**19.5**	**25.0**	**357.1**	**5,849,128**	**1,151,863**	**632,818**	**826,362**	**295,057**	**1,262,686**	**256,652**
Bullitt	48.8	.0200	28.1	9.8	19.0	21.9	15.0	15.0	100,843	47,235	8,570	2,343	3,764	14,951	1,158
Jefferson	679.3	.2793	32.4	11.2	18.1	18.9	26.4	258.1	4,593,614	866,383	521,614	670,792	244,454	994,035	210,227
• Louisville	287.4	.1182	34.1	11.7	16.7	16.1	32.4	117.3	1,877,938	457,736	269,341	116,869	113,935	315,333	117,311
Oldham	33.2	.0136	29.9	10.2	21.7	23.9	15.0	9.9	81,703	22,888	4,190	3,896	3,978	25,329	3,534
Shelby	24.9	.0102	33.5	9.8	16.5	20.8	26.7	8.6	89,681	24,489	8,206	5,975	1,728	25,105	3,606
Clark, Ind.	*91.2*	*.0375*	*31.0*	*10.5*	*18.8*	*19.9*	*22.6*	*32.8*	*627,678*	*100,078*	*49,477*	*114,757*	*16,430*	*143,632*	*18,965*
Floyd, Ind.	*63.2*	*.0259*	*32.4*	*10.1*	*17.3*	*19.9*	*25.6*	*22.6*	*266,162*	*64,674*	*33,024*	*22,130*	*19,967*	*43,234*	*15,490*
• New Albany	*37.9*	*.0156*	*33.8*	*10.5*	*16.9*	*17.4*	*30.5*	*14.6*	*239,227*	*54,757*	*30,165*	*21,843*	*18,021*	*42,402*	*12,185*
Harrison, Ind.	*29.9*	*.0123*	*31.4*	*10.0*	*17.0*	*20.1*	*23.7*	*10.1*	*89,447*	*26,116*	*7,737*	*6,469*	*4,736*	*16,400*	*3,672*
SUBURBAN TOTAL	645.2	.2650	31.0	10.5	18.9	21.1	21.3	225.2	3,731,963	639,370	333,312	687,650	163,101	904,951	127,156
OWENSBORO	**88.0**	**.0361**	**31.7**	**11.0**	**16.8**	**19.3**	**25.2**	**32.5**	**604,204**	**121,348**	**66,667**	**89,712**	**28,828**	**122,504**	**27,150**
Daviess	88.0	.0361	31.7	11.0	16.8	19.3	25.2	32.5	604,204	121,348	66,667	89,712	28,828	122,504	27,150
• Owensboro	56.0	.0230	32.5	11.5	16.6	18.6	27.2	21.7	525,502	107,191	56,820	76,388	27,269	104,318	25,360
SUBURBAN TOTAL	32.0	.0131	30.4	10.3	16.7	20.6	21.7	10.8	78,702	14,157	9,847	13,324	1,559	18,186	1,790
OTHER COUNTIES															
Adair	16.1	.0066	36.0	9.3	13.7	19.6	31.9	5.7	36,045	9,052	3,112	1,288	1,333	7,330	1,439
Allen	15.0	.0062	36.3	9.0	14.2	19.8	32.1	5.7	56,801	14,713	2,636	1,945	1,014	19,865	3,488
Anderson	13.9	.0057	32.4	9.3	17.4	20.0	25.5	4.8	41,805	13,398	1,735	1,058	843	7,558	2,025
Ballard	8.3	.0034	36.4	8.4	14.7	19.0	33.0	3.2	29,124	7,892	1,544	195	443	11,356	808
Barren	34.4	.0142	34.5	9.5	15.8	19.7	29.4	12.9	165,252	39,055	16,126	23,464	7,998	27,873	7,848
Bath	10.0	.0041	33.4	9.7	15.4	19.0	28.5	3.6	14,951	5,400	735	531	882	2,456	1,170
Bell	34.1	.0140	31.4	9.9	16.4	18.3	25.8	11.9	169,412	40,619	13,525	20,534	8,430	32,451	6,346
☐ Boone	51.3	.0211	29.7	10.3	19.2	21.2	18.7	17.4	502,241	75,124	55,958	113,806	13,293	92,477	17,306

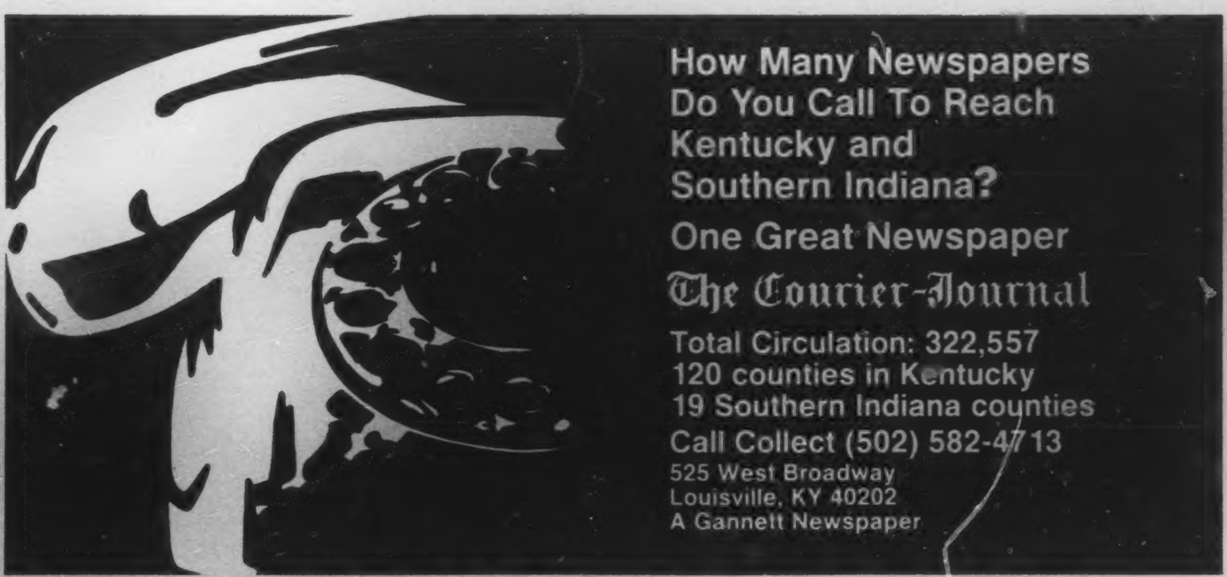
KY. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Boyle	25.6	.0105	32.8	11.0	16.0	19.2	27.3	9.5	180,414	37,952	12,668	31,590	6,283	47,118	6,817
Bracken	7.7	.0032	34.9	9.0	14.0	18.6	31.3	2.7	12,568	5,613	423	209	258	2,467	190
Breathitt	16.9	.0069	28.6	11.6	16.6	17.6	21.7	5.4	53,527	10,972	3,036	7,528	2,705	13,516	1,871
Breckinridge	16.8	.0070	33.3	9.4	15.6	18.2	29.1	6.1	54,144	26,755	2,908	2,327	1,862	8,349	2,102
Butler	12.0	.0050	33.5	9.9	15.2	18.9	28.8	4.1	19,551	7,293	652	620	303	3,625	1,397
Caldwell	12.8	.0052	37.7	8.7	14.5	18.7	34.9	4.9	60,070	13,807	3,952	8,714	3,442	12,400	2,130
Calloway	32.1	.0132	32.5	19.2	14.6	17.3	29.0	11.9	265,202	32,808	18,746	16,226	12,251	133,027	8,366
☐ Campbell	81.8	.0336	32.1	11.3	15.7	17.9	27.6	29.0	350,385	92,451	39,253	28,412	16,013	59,756	25,920
Carlisle	5.3	.0022	37.8	8.6	13.2	19.1	34.7	2.0	14,737	3,349	256	513	122	4,602	126
Carroll	9.6	.0040	33.9	9.9	15.2	19.6	28.6	3.5	52,121	19,977	3,343	1,223	810	10,697	3,228
Casey	15.1	.0062	33.3	9.2	15.2	18.5	28.9	5.7	35,614	6,702	2,804	3,563	1,247	11,826	2,036
Clay	24.1	.0099	28.7	10.6	16.2	18.2	21.6	7.6	65,843	18,344	3,180	4,130	3,315	11,811	3,482
Clinton	9.6	.0040	34.7	9.7	14.5	20.4	29.1	3.5	31,751	11,462	1,504	1,892	1,476	3,787	1,059
Crittenden	9.2	.0037	36.4	9.0	14.8	19.4	32.7	3.3	27,432	10,454	1,540	1,990	1,073	4,770	1,839
Cumberland	7.1	.0030	36.6	9.3	14.2	18.7	33.3	2.8	13,945	4,977	785	889	880	2,609	1,011
Edmonson	11.0	.0046	33.1	9.6	15.1	20.4	26.8	3.6	12,469	5,586	1,347	212	594	1,523	617
Elliott	7.1	.0029	30.1	9.8	16.9	18.3	23.5	2.5	8,360	1,240	468	411	363	3,267	148
Estill	14.7	.0060	32.7	9.4	15.2	19.6	26.9	5.3	47,555	12,736	2,098	2,604	598	22,014	2,359
Fleming	12.5	.0051	33.3	9.5	16.1	18.2	29.1	4.7	53,892	9,593	2,404	3,956	2,359	22,756	2,022
Floyd	52.6	.0217	30.3	10.3	17.5	18.2	23.6	18.0	189,157	34,892	10,247	15,931	5,450	58,390	9,908
Franklin	43.8	.0180	32.2	10.8	19.3	20.1	24.5	17.1	210,803	42,021	21,865	22,537	5,648	51,538	10,740
Fulton	8.1	.0033	36.7	8.7	13.2	17.1	35.1	3.1	44,573	14,599	1,112	6,914	1,496	6,598	2,697
Gallatin	5.0	.0021	32.3	9.6	15.5	20.4	25.5	1.9	28,255	8,773	2,776	1,706	172	311	982
Garrard	10.9	.0045	35.0	9.1	16.1	20.2	29.9	4.1	18,915	5,414	1,566	1,050	1,405	2,533	1,056
Grant	14.8	.0060	32.5	9.0	15.6	20.4	25.7	4.9	52,344	14,742	3,622	854	1,334	16,077	2,041
Graves	33.6	.0139	37.1	8.8	14.8	18.9	34.0	13.1	143,876	30,039	5,957	13,725	4,120	32,615	6,461
Grayson	22.5	.0092	33.3	9.6	15.3	18.4	29.0	8.1	79,538	18,375	5,986	9,514	2,862	12,352	6,008
Green	10.9	.0045	36.2	8.8	14.9	19.9	31.8	4.0	26,326	10,168	1,162	1,622	641	4,158	1,402
Hancock	8.0	.0033	30.4	9.7	17.3	19.6	22.5	2.9	13,404	8,635	565		75	2,199	732
Hardin	91.6	.0377	24.5	24.0	17.4	16.7	14.3	26.7	415,310	69,683	33,971	46,298	20,809	129,341	9,382
Harlan	41.9	.0172	30.2	10.4	16.9	16.8	25.1	14.4	151,184	44,651	10,273	21,369	8,478	24,267	6,747
Harrison	15.4	.0063	35.3	9.3	14.6	18.8	31.6	5.5	69,479	18,256	3,675	6,544	2,951	16,019	5,488
Hart	16.8	.0070	34.2	9.5	14.5	19.4	29.4	6.1	37,313	12,750	995	1,400	2,058	7,906	2,308
☐ Henderson	43.1	.0177	32.2	10.4	17.3	19.2	25.9	16.2	284,042	68,710	25,340	31,525	13,473	71,048	8,193
Henry	13.2	.0054	34.9	9.0	15.5	20.4	29.4	4.7	32,994	8,984	2,471	1,466	351	9,813	3,087
Hickman	5.5	.0023	37.4	8.7	13.9	18.6	34.7	2.0	7,717	2,294	835	469	51	1,466	150
Hopkins	47.8	.0196	32.9	9.8	17.0	18.7	27.7	17.7	266,134	67,205	17,430	29,758	13,678	62.612	10,634
Jackson	12.4	.0051	31.3	9.8	15.7	17.7	26.5	4.3	15,818	3,808	1,487	1,390	376	3,682	1,572
Johnson	26.4	.0109	31.6	9.9	17.3	19.2	24.9	8.8	121,545	20,603	9,446	14,421	9,132	24,616	8,176
☐ Kenton	139.5	.0573	31.3	11.1	17.5	18.0	25.5	50.6	677,793	174,568	79,677	90,179	33,181	100,048	33,217
Covington	47.1	.0194	32.1	11.5	16.2	15.3	30.1	18.5	312,942	69,992	41,554	22,605	15,961	85,840	14,251
Knott	18.8	.0078	28.6	11.1	17.3	17.3	21.6	6.0	57,493	15,763	2,798	10,163	3,094	4,524	498
Knox	31.8	.0130	30.7	10.1	15.7	18.3	25.0	10.8	119,151	29,863	7,001	19,055	2,676	29,536	7,050
Larue	12.1	.0050	34.9	9.2	15.0	19.8	30.1	4.5	32,426	11,591	1,292	3,431	1,210	6,293	1,151
Laurel	43.4	.0178	30.9	10.2	16.8	18.9	24.2	14.8	212,965	48,314	11,355	11,974	10,915	73,114	7,149
Lawrence	15.7	.0065	31.9	9.7	15.7	18.9	26.2	5.3	36,533	18,561	2,372	269	866	1,953	3,613
Lee	7.8	.0032	33.8	8.9	14.7	18.9	29.3	2.9	20,656	6,400	883	1,448	261	5,015	436
Leslie	15.1	.0062	27.5	11.7	17.2	18.8	18.3	4.9	23,294	7,416	1,112	4,048	1,371	1,799	778
Letcher	31.7	.0131	29.9	10.2	16.9	18.0	23.4	10.8	82,322	23,216	4,170	9,867	5,220	6,745	4,816
Lewis	14.5	.0059	30.2	10.3	15.5	18.9	23.6	5.0	19,156	8,093	1,129	352	515	2,354	177
Lincoln	19.1	.0079	33.2	8.9	15.4	19.2	28.1	6.8	33,405	8,712	2,275	470	1,773	10,056	836
Livingston	9.3	.0038	34.8	9.2	16.3	20.1	29.5	3.7	19,167	9,518	4,081	57	297	1,225	1,225



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S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

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				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Logan	26.5	.0109	34.7	9.6	14.6	19.8	29.7	9.7	88,241	30,166	5,583	8,125	3,309	18,966	5,844
Lyon	6.6	.0027	37.3	10.6	17.8	20.6	32.9	2.4	17,569	7,436	802	216	1,100	4,454	354
McCracken	60.8	.0250	34.7	9.5	16.7	19.0	30.5	24.2	447,242	91,311	39,447	54,296	25,276	89,462	20,486
McCreary	16.8	.0069	29.1	10.2	15.8	17.4	23.4	5.6	42,040	18,383	2,200	2,553	1,807	6,981	2,357
McLean	10.1	.0042	34.3	8.8	16.2	19.5	29.4	3.5	21,049	8,247	1,223	639	402	4,024	886
Madison	55.5	.0228	27.2	23.5	15.9	17.1	20.4	18.3	324,364	68,588	35,940	32,313	6,568	65,720	11,032
Magoffin	14.5	.0059	28.1	11.0	16.3	18.3	20.4	4.8	36,554	14,943	1,584	4,484	928	3,065	2,618
Marion	17.7	.0073	30.0	10.4	15.7	17.2	25.0	5.8	60,981	19,374	4,003	7,400	4,215	5,772	3,134
Marshall	26.9	.0111	36.4	9.1	14.9	21.1	31.1	10.3	105,680	23,519	8,333	9,575	3,838	22,537	3,148
Martin	15.0	.0061	26.9	11.0	18.8	16.5	18.3	4.6	57,816	13,817	1,512	4,980	1,658	27,378	1,610
Mason	16.9	.0070	34.1	9.5	15.5	18.0	30.7	6.3	106,743	22,362	8,633	12,138	4,343	17,996	5,536
Meade	23.9	.0098	27.1	11.1	23.1	17.3	14.5	7.8	35,962	7,872	2,703	725	1,248	15,860	744
Menifee	5.1	.0021	30.1	11.1	16.1	17.9	24.2	1.6	8,530	2,130	265	270	412	3,118	235
Mercer	20.1	.0083	34.3	9.1	15.8	19.9	29.0	7.3	64,123	22,207	5,754	2,811	3,110	11,490	2,787
Metcalfe	10.2	.0042	35.2	9.3	14.2	20.2	30.1	3.7	29,006	8,759	1,247	552	760	9,386	1,181
Monroe	12.4	.0051	35.0	9.4	14.3	19.7	30.4	4.7	38,687	15,057	2,061	1,453	1,791	7,414	3,351
Montgomery	21.3	.0087	31.2	9.8	17.8	19.1	24.1	7.7	114,245	24,601	9,127	9,373	4,402	25,864	5,003
Morgan	12.0	.0050	31.0	10.9	15.6	18.3	25.5	4.2	41,442	8,066	1,078	2,509	2,773	14,265	701
Muhlenberg	33.2	.0136	33.0	10.0	16.0	18.4	28.4	11.6	145,714	45,043	6,603	18,310	5,684	28,974	8,383
Nelson	29.5	.0121	29.8	10.9	16.9	18.1	23.1	9.8	122,837	35,970	9,840	14,184	4,638	21,657	4,378
Nicholas	7.3	.0031	34.3	9.2	15.8	18.7	30.1	2.7	16,588	4,142	794	2,233	772	1,762	1,257
Ohio	22.9	.0094	33.2	9.2	16.1	18.6	28.5	8.3	91,568	28,188	5,010	8,068	1,750	30,265	5,158
Owen	9.3	.0038	34.9	8.2	15.1	18.5	31.3	3.4	23,219	4,946	1,181	1,617	763	6,625	1,520
Owsley	5.8	.0024	32.4	9.2	15.1	18.7	27.4	1.8	8,643	3,004	721	72	574	1,375	1,037
Pendleton	10.9	.0045	32.3	9.8	15.2	18.9	26.9	3.9	21,817	8,945	1,326	550	381	2,964	811
Perry	35.8	.0147	29.2	10.8	17.4	17.9	21.9	11.8	150,009	37,999	11,047	11,413	5,801	33,765	5,953
Pike	86.7	.0357	29.4	10.8	18.3	18.6	21.0	29.6	370,257	96,837	20,801	49,954	9,552	99,066	10,419
Powell	12.2	.0050	29.8	10.1	16.9	19.7	21.5	3.9	23,437	6,461	2,588	3,261	505	1,491	1,506
Pulaski	49.5	.0203	33.4	9.9	16.0	19.7	27.8	18.3	312,303	77,571	24,357	42,655	13,426	68,761	10,860
Robertson	2.2	.0009	37.1	8.2	14.3	19.5	33.4	.8	2,626	574	154	225	77	136	
Rockcastle	14.7	.0061	32.7	9.4	15.1	19.5	27.0	5.2	31,027	11,140	2,261	2,097	751	3,041	1,762
Rowan	19.1	.0078	27.0	23.1	15.1	17.1	20.8	6.3	82,977	20,157	5,699	13,617	1,190	13,826	4,797
Russell	14.6	.0060	35.4	9.3	14.7	19.0	31.5	5.6	41,866	11,579	2,143	3,848	1,857	11,150	2,256
Simpson	15.1	.0062	33.0	9.5	15.9	18.6	28.2	5.5	85,520	21,926	9,619	8,256	3,125	16,204	4,082
Spencer	6.3	.0026	32.7	9.2	16.5	20.6	25.6	2.1	12,421	5,488	439	143	245	787	315
Taylor	22.5	.0093	33.4	11.1	16.1	20.5	26.8	8.5	113,437	27,699	10,208	13,949	3,762	23,878	4,889
Todd	11.2	.0046	34.6	9.6	14.3	17.8	31.5	4.1	17,572	8,597	834	834	443	1,676	1,231
Trigg	9.5	.0039	37.3	7.7	14.2	19.2	33.9	3.6	26,033	7,012	1,754	739	2,619	5,943	1,176
Trimble	6.4	.0026	32.8	8.8	17.1	20.0	26.4	2.2	6,030	996	916		106	202	1,571
Union	17.9	.0074	27.5	16.6	15.0	15.2	23.5	5.7	65,218	24,405	3,329	11,518	2,036	7,126	2,363
Warren	81.7	.0336	29.6	17.4	17.7	18.1	22.3	29.6	584,644	109,298	60,686	84,902	29,216	111,652	20,570
Bowling Green	45.8	.0188	28.4	23.5	16.0	15.6	23.8	17.0	552,815	104,723	59,415	75,915	28,116	109,875	20,003
Washington	10.0	.0041	32.7	10.2	14.5	18.1	28.5	3.3	14,918	3,449	724	218	1,019	1,967	1,651
Wayne	18.0	.0074	32.5	9.9	15.4	18.8	27.3	6.5	56,896	17,576	2,564	6,775	2,183	8,568	3,996
Webster	15.0	.0061	34.5	9.6	15.0	17.7	31.5	5.6	59,422	17,382	2,226	442	1,042	23,619	2,978
Whitley	37.2	.0153	31.1	12.3	15.6	17.9	26.0	13.2	234,197	45,006	18,226	17,812	9,648	58,041	7,051
Wolfe	7.2	.0030	31.4	10.5	15.1	18.7	25.9	2.4	16,802	4,788	700	318	535	3,507	895
TOTAL METRO COUNTIES	**1,712.1**	**.7036**	**31.4**	**11.8**	**18.3**	**19.1**	**24.3**	**625.9**	**10,314,561**	**2,089,398**	**1,128,500**	**1,470,315**	**512,113**	**2,198,267**	**440,688**
TOTAL STATE	**3,777.6**	**1.5532**	**31.5**	**11.7**	**17.1**	**18.8**	**25.2**	**1,353.5**	**18,796,671**	**4,175,502**	**1,742,182**	**2,338,451**	**853,922**	**4,178,307**	**805,784**

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

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	1980	1985	Growth
Population	322,200	330,700	+3%
EBI	$2.5 billion	$3.7 billion	+51%
EBI/HH	$21,170	$30,194	+43%
Retail Sales	$1.7 billion	$2.1 billion	+25%
RS/HH	$14,320	$16,906	+18%

Sources: 1981, 1986 S&MM Survey of Buying Power

KY.

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CLARKSVILLE - HOPKINSVILLE	**1,471,488**	**19,200**	**30.5**	**27.2**	**12.6**	**8.0**	**.0533**
Christian	609,215	17,679	32.0	23.6	12.0	8.4	.0217
• Hopkinsville	280,469	19,093	27.3	23.6	14.4	9.9	.0116
Montgomery, Tenn.	*862,273*	*20,158*	*29.5*	*29.5*	*13.1*	*7.8*	*.0316*
• *Clarksville*	*675,612*	*19,836*	*31.4*	*29.5*	*12.5*	*7.5*	*.0267*
SUBURBAN TOTAL	515,407	18,172	31.2	26.2	11.8	7.5	.0150
HUNTINGTON - ASHLAND	**3,159,903**	**18,841**	**25.3**	**27.1**	**13.2**	**7.2**	**.1180**
Boyd	540,683	19,847	23.5	27.2	15.1	7.3	.0206
• Ashland	277,836	17,886	24.3	24.3	13.3	8.1	.0126
Carter	187,366	14,610	27.5	24.3	8.6	4.5	.0070
Greenup	334,787	19,888	25.3	32.5	11.8	5.5	.0107
Lawrence, Ohio	*659,323*	*22,302*	*22.3*	*28.2*	*16.4*	*10.0*	*.0198*
Cabell, W. Va.	*1,023,394*	*17,410*	*27.4*	*25.5*	*11.6*	*6.9*	*.0463*
• *Huntington*	*597,047*	*15,372*	*28.3*	*22.9*	*9.5*	*6.5*	*.0287*
Wayne, W. Va.	*414,350*	*18,783*	*25.5*	*26.9*	*13.8*	*6.5*	*.0136*
SUBURBAN TOTAL	2,285,020	20,075	24.7	28.6	14.2	7.3	.0767
LEXINGTON-FAYETTE	**3,909,846**	**22,423**	**24.3**	**26.9**	**15.4**	**13.0**	**.1382**
Bourbon	157,820	15,928	27.6	25.3	9.2	6.0	.0059
Clark	331,464	23,302	21.1	26.9	17.0	12.6	.0111
Fayette	2,652,747	22,682	24.7	26.4	15.3	14.0	.0968
• Lexington-Fayette	2,652,747	22,682	24.7	26.4	15.3	14.0	.0968
Jessamine	318,468	23,112	23.8	28.8	16.9	11.9	.0104
Scott	224,184	21,158	25.5	30.4	14.2	8.1	.0070
Woodford	225,163	26,729	21.6	26.2	19.0	17.2	.0070
SUBURBAN TOTAL	1,257,099	21,933	23.7	27.6	15.5	11.2	.0414
LOUISVILLE	**11,041,000**	**23,620**	**22.8**	**28.9**	**16.6**	**12.2**	**.3837**
Bullitt	444,220	25,328	21.4	35.9	19.3	8.0	.0134
Jefferson	8,102,743	23,471	22.7	27.7	16.3	13.1	.2850
• Louisville	3,003,936	17,436	26.4	23.9	11.5	8.8	.1122
Oldham	384,396	30,360	19.3	27.9	22.0	18.5	.0108
Shelby	241,960	21,345	23.2	28.9	15.1	8.8	.0079
Clark, Ind.	*904,766*	*22,685*	*24.9*	*33.0*	*16.0*	*7.5*	*.0355*
Floyd, Ind.	*675,729*	*23,920*	*22.8*	*30.4*	*18.0*	*10.6*	*.0219*
• *New Albany*	*395,748*	*21,120*	*25.5*	*29.7*	*14.5*	*8.5*	*.0146*
Harrison, Ind.	*287,186*	*23,017*	*24.7*	*33.1*	*15.7*	*8.9*	*.0092*
SUBURBAN TOTAL	7,641,316	26,978	20.9	31.4	19.5	14.1	.2569
OWENSBORO	**899,031**	**20,927**	**24.8**	**27.6**	**15.6**	**8.8**	**.0346**
Daviess	899,031	20,927	24.8	27.6	15.6	8.8	.0346
• Owensboro	574,442	19,339	26.4	26.0	14.5	8.0	.0249
SUBURBAN TOTAL	324,589	24,296	21.7	31.0	17.8	10.4	.0097
OTHER COUNTIES							
Adair	107,741	12,844	30.7	20.8	5.8	3.6	.0038
Allen	129,334	15,788	27.4	23.2	11.8	5.1	.0045
Anderson	144,140	24,182	24.2	31.0	18.7	10.4	.0045
Ballard	84,211	19,159	23.7	24.0	[illegible]	9.6	.0027
Barren	328,788	18,770	24.9	27.9	[illegible]	7.0	.0116
Bath	79,595	15,464	29.5	22.5	[illegible]	6.5	.0026
Bell	247,479	13,545	28.7	20.9	8.0	4.6	.0103
☐ Boone	566,505	27,197	20.2	33.3	22.2	10.7	.0239
Boyle	283,233	20,927	25.0	25.7	15.6	10.9	.0106
Bracken	62,362	17,697	27.0	28.0	10.1	6.1	.0019
Breathitt	96,129	10,746	23.7	17.1	7.4	4.2	.0041
Breckinridge	128,903	14,493	32.0	20.3	9.8	4.3	.0047
Butler	77,726	13,702	28.6	23.8	6.5	3.2	.0027
Caldwell	120,998	17,692	26.8	25.6	12.5	7.0	.0044
Calloway	294,056	16,891	29.3	25.9	9.9	6.1	.0129
☐ Campbell	914,495	24,953	22.2	28.2	19.2	12.5	.0291
Carlisle	50,267	18,048	27.0	26.5	10.0	9.3	.0017
Carroll	88,425	18,494	26.2	25.5	12.9	8.0	.0034
Casey	94,352	11,662	33.0	16.3	4.5	3.0	.0036
Clay	171,753	14,177	28.1	18.9	9.1	7.7	.0060
Clinton	57,261	11,351	33.4	13.9	4.7	3.5	.0024
Crittenden	82,418	18,700	23.0	25.1	15.1	7.2	.0028
Cumberland	56,674	13,261	29.6	19.2	7.8	4.7	.0018
Edmonson	75,823	15,383	30.8	25.2	8.0	4.3	.0024
Elliott	36,077	10,247	29.7	16.4	4.4	.5	.0014
Estill	117,437	15,930	25.2	23.7	12.4	4.7	.0042
Fleming	98,353	14,959	30.5	21.9	7.9	4.9	.0038
Floyd	400,486	16,180	28.3	25.5	10.5	4.8	.0149
Franklin	530,121	23,065	26.3	27.9	16.4	12.6	.0168
Fulton	68,516	15,032	20.8	24.9	11.0	4.9	.0026
Gallatin	37,699	14,551	25.5	26.3	7.8	3.6	.0018
Garrard	89,423	16,454	28.4	25.9	11.4	3.7	.0028
Grant	120,407	19,738	25.5	30.9	14.0	4.5	.0043
Graves	332,304	19,069	25.1	27.8	13.1	6.9	.0112
Grayson	173,534	15,156	28.4	22.8	8.8	5.4	.0064
Green	84,063	15,168	28.7	25.1	7.4	4.4	.0028
Hancock	93,181	25,692	19.7	22.7	23.9	14.2	.0024
Hardin	879,921	20,234	29.9	29.1	13.0	8.6	.0308
Harlan	311,746	14,568	26.6	24.1	9.7	4.6	.0116
Harrison	125,562	16,654	27.2	26.1	9.7	6.1	.0050
Hart	126,493	13,300	28.7	20.5	7.2	4.3	.0042
☐ Henderson	492,924	23,278	23.2	29.6	17.7	10.1	.0175
Henry	121,509	19,420	25.7	27.9	12.6	8.0	.0039
Hickman	47,389	16,682	24.6	25.3	11.1	6.4	.0013
Hopkins	494,414	20,646	24.6	25.7	15.8	9.7	.0177
Jackson	70,850	10,770	30.3	15.4	4.2	3.1	.0025
Johnson	214,289	16,409	24.3	22.5	12.3	7.8	.0082
☐ Kenton	1,547,607	24,036	22.8	29.2	17.5	11.5	.0511
Covington	439,653	17,033	27.6	25.2	11.2	6.5	.0176
Knott	149,005	16,397	24.8	23.7	10.7	8.6	.0053
Knox	199,462	12,151	27.2	19.0	7.7	3.6	.0084
Larue	96,618	15,706	29.9	25.4	9.4	3.9	.0033
Laurel	350,165	17,402	29.4	26.6	10.5	6.0	.0137
Lawrence	131,447	14,982	26.5	19.2	10.4	10.7	.0043
Lee	55,469	12,710	33.0	19.4	5.5	4.4	.0020
Leslie	119,484	15,767	26.3	20.4	13.4	7.4	.0036
Letcher	259,537	16,599	28.0	23.5	12.1	7.0	.0087
Lewis	99,418	14,199	30.3	22.3	7.9	3.5	.0032
Lincoln	121,774	12,943	31.6	20.8	6.4	2.2	.0043
Livingston	90,570	18,605	28.4	28.2	12.6	6.1	.0028
Logan	233,752	17,816	27.7	26.9	11.7	5.8	.0079
Lyon	65,477	19,552	23.9	26.4	13.4	9.1	.0019
McCracken	683,870	21,066	23.1	26.8	15.7	9.8	.0255
McCreary	87,632	10,388	29.6	16.1	3.8	2.3	.0038
McLean	91,371	19,761	21.7	26.3	14.7	8.6	.0028
Madison	507,473	19,013	26.8	25.4	13.3	8.8	.0197
Magoffin	95,097	12,583	26.2	19.0	9.7	4.2	.0035
Marion	138,920	17,020	30.2	26.6	10.6	5.3	.0050
Marshall	282,653	21,376	24.6	29.0	15.6	8.4	.0090
Martin	131,268	19,579	20.7	19.6	15.6	14.1	.0047
Mason	162,272	19,176	25.5	27.0	13.3	7.7	.0062
Meade	198,127	20,072	31.7	33.3	10.6	6.3	.0061
Menifee	28,159	12,849	28.2	24.0	6.2	1.1	.0010
Mercer	186,875	19,764	24.6	28.2	14.5	6.8	.0062

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KY. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Metcalfe	64,189	10,636	30.0	15.1	4.7	2.6	.0024
Monroe	81,436	11,628	29.9	17.7	5.0	2.8	.0032
Montgomery	166,159	15,496	31.1	24.3	7.5	5.1	.0069
Morgan	76,974	11,318	29.1	16.1	5.8	4.4	.0031
Muhlenberg	324,148	20,384	25.8	25.5	15.3	9.9	.0111
Nelson	256,510	19,576	26.8	29.2	13.6	6.2	.0092
Nicholas	62,958	16,640	30.0	23.5	10.9	6.3	.0021
Ohio	214,584	19,626	24.0	25.6	16.0	7.6	.0073
Owen	77,492	16,022	27.5	22.4	11.1	6.6	.0025
Owsley	24,524	9,589	31.8	11.6	2.3	2.2	.0011
Pendleton	93,145	18,808	25.9	29.5	12.5	5.0	.0029
Perry	346,966	20,576	24.2	22.6	15.2	13.2	.0118
Pike	685,242	16,903	27.5	27.2	10.1	5.4	.0262
Powell	78,469	14,662	31.9	23.6	7.8	3.4	.0028
Pulaski	407,324	14,641	29.3	22.0	9.4	5.5	.0172
Robertson	14,405	14,219	33.2	22.5	6.3	1.6	.0005
Rockcastle	87,126	11,726	32.2	15.8	5.2	2.8	.0033
Rowan	141,492	14,202	27.3	22.8	7.9	5.8	.0056

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Russell	119,001	13,845	30.0	19.9	6.9	6.4	.0040
Simpson	154,870	20,654	24.5	26.0	16.2	9.3	.0056
Spencer	55,908	21,511	22.3	29.5	15.1	8.6	.0017
Taylor	225,967	20,160	24.7	29.0	13.4	7.9	.0080
Todd	94,262	15,644	29.5	22.6	9.1	7.1	.0029
Trigg	82,394	16,790	30.1	24.3	10.4	5.9	.0026
Trimble	61,606	20,982	24.9	27.8	15.0	9.7	.0017
Union	154,190	20,532	23.2	28.1	14.2	8.7	.0054
Warren	799,613	19,227	26.7	27.4	12.6	8.2	.0320
Bowling Green	444,822	16,895	28.9	23.7	10.2	8.1	.0225
Washington	83,674	17,803	25.9	25.5	10.7	8.4	.0025
Wayne	111,641	12,172	31.3	19.0	4.3	2.9	.0046
Webster	134,793	17,123	25.2	24.9	12.3	7.1	.0046
Whitley	293,434	14,317	29.0	21.9	9.2	5.5	.0128
Wolfe	47,116	12,897	30.1	16.8	7.7	5.3	.0017
TOTAL METRO COUNTIES	**19,175,778**	**22,881**	**23.4**	**28.1**	**16.3**	**11.8**	**.6715**
TOTAL STATE	**36,799,727**	**19,482**	**25.5**	**26.2**	**13.6**	**9.1**	**1.3097**

LOUISIANA

LA.
S&MM ESTIMATES

POPULATION—12/31/86 | **RETAIL SALES BY STORE GROUP 1986**

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALEXANDRIA	**143.2**	**.0589**	**30.8**	**11.4**	**16.1**	**19.0**	**24.3**	**50.0**	**713,669**	**154,157**	**54,068**	**106,951**	**36,243**	**131,404**	**26,665**
Rapides	143.2	.0589	30.8	11.4	16.1	19.0	24.3	50.0	713,669	154,157	54,068	106,951	36,243	131,404	26,665
• Alexandria	54.1	.0222	31.3	11.4	14.8	17.3	27.2	20.2	550,599	95,539	41,046	90,187	25,145	117,955	18,338
SUBURBAN TOTAL	89.1	.0367	30.5	11.5	16.9	20.0	22.4	29.8	163,070	58,618	13,022	16,764	11,098	13,449	8,327
BATON ROUGE	**557.1**	**.2290**	**28.3**	**14.4**	**19.4**	**18.4**	**18.5**	**192.4**	**3,240,811**	**766,173**	**298,704**	**460,049**	**201,023**	**559,938**	**94,352**
Ascension	60.5	.0249	27.9	11.4	18.2	18.7	18.3	19.5	240,655	63,228	14,170	10,745	11,861	71,457	8,542
East Baton Rouge	401.4	.1650	28.3	15.6	19.9	18.1	18.5	142.2	2,765,553	618,159	272,778	426,855	182,935	455,907	76,830
• Baton Rouge	249.1	.1024	28.9	17.6	18.3	16.8	21.9	92.6	2,363,022	433,834	246,950	409,921	156,486	409,367	63,445
Livingston	73.9	.0304	28.6	10.9	19.1	19.8	17.9	24.1	174,968	61,055	8,425	20,607	6,054	29,740	7,427
West Baton Rouge	21.3	.0087	28.1	12.6	16.5	18.2	20.5	6.6	59,635	23,731	3,331	1,842	173	2,834	1,553
SUBURBAN TOTAL	308.0	.1266	27.8	11.8	20.5	19.7	15.6	99.8	877,789	332,339	51,754	50,128	44,537	150,571	30,907
HOUMA - THIBODAUX	**190.8**	**.0785**	**27.4**	**13.3**	**17.7**	**18.7**	**17.9**	**62.4**	**1,056,382**	**248,567**	**154,016**	**134,850**	**50,129**	**209,159**	**38,062**
Lafourche	88.9	.0366	27.8	13.9	17.0	18.7	19.1	29.0	362,020	104,314	20,553	37,125	20,145	89,766	21,387
• Thibodaux	17.2	.0071	26.9	22.2	16.0	14.8	22.2	5.9	163,231	30,774	11,841	12,915	8,447	49,573	10,416
Terrebonne	101.9	.0419	27.2	12.7	18.5	18.7	16.9	33.4	694,362	144,253	133,463	97,725	29,984	119,393	16,675
• Houma	34.0	.0140	28.9	13.0	17.5	17.5	21.8	12.1	492,743	116,684	61,709	65,555	23,784	102,364	14,528
SUBURBAN TOTAL	139.6	.0574	27.2	12.3	18.1	19.4	16.4	44.4	400,408	101,109	80,466	56,380	17,898	57,222	13,118
LAFAYETTE	**218.7**	**.0899**	**28.0**	**14.8**	**19.0**	**18.4**	**18.2**	**76.4**	**1,609,880**	**293,219**	**186,183**	**246,042**	**78,463**	**291,274**	**37,049**
Lafayette	172.2	.0708	28.0	15.5	19.9	18.4	17.6	61.7	1,494,511	255,452	177,103	229,856	75,677	271,237	33,081
• Lafayette	94.7	.0389	28.6	17.5	19.1	17.0	20.7	35.1	1,442,543	243,532	172,149	228,859	74,357	266,644	31,772
St. Martin	46.5	.0191	27.7	12.1	15.9	18.0	20.4	14.7	115,369	37,767	9,080	16,186	2,786	20,037	3,968
SUBURBAN TOTAL	124.0	.0510	27.5	12.7	18.8	19.4	16.5	41.3	167,337	49,687	14,034	17,183	4,106	24,630	5,277
LAKE CHARLES	**176.8**	**.0727**	**30.0**	**12.2**	**17.3**	**19.2**	**22.2**	**62.0**	**1,049,676**	**278,671**	**76,561**	**118,326**	**54,995**	**166,197**	**44,744**
Calcasieu	176.8	.0727	30.0	12.2	17.3	19.2	22.2	62.0	1,049,676	278,671	76,561	118,326	54,995	166,197	44,744
• Lake Charles	76.4	.0314	30.5	13.5	17.1	17.3	25.0	28.0	724,200	153,718	60,716	96,107	42,254	128,028	32,957
SUBURBAN TOTAL	100.4	.0413	29.6	11.3	17.6	20.4	20.1	34.0	325,476	124,953	15,845	22,219	12,741	38,169	11,787
MONROE	**145.8**	**.0600**	**29.5**	**13.1**	**16.2**	**18.0**	**23.0**	**51.4**	**817,091**	**167,186**	**75,119**	**120,937**	**48,623**	**152,404**	**31,647**
Ouachita	145.8	.0600	29.5	13.1	16.2	18.0	23.0	51.4	817,091	167,186	75,119	120,937	48,623	152,404	31,647
• Monroe	57.0	.0234	28.6	15.4	15.0	14.4	26.0	20.1	554,067	86,554	48,572	93,330	34,427	129,808	18,154
SUBURBAN TOTAL	88.8	.0366	30.0	11.5	17.2	20.3	21.1	31.3	263,024	80,632	26,547	27,607	14,196	22,596	13,493
NEW ORLEANS	**1,347.5**	**.5539**	**30.3**	**11.7**	**18.9**	**18.8**	**22.4**	**493.8**	**8,302,674**	**1,975,060**	**1,036,401**	**970,709**	**490,836**	**1,290,681**	**365,216**
Jefferson	478.1	.1965	30.0	11.6	20.0	20.1	19.8	174.1	3,741,851	835,342	370,027	521,895	253,414	724,351	132,211
Kenner	73.4	.0302	27.6	11.2	24.0	20.0	12.3	24.4	338,574	85,200	45,337	20,089	8,442	73,424	12,198
Orleans	565.0	.2323	31.0	12.4	18.4	16.7	26.0	217.4	3,384,815	740,685	561,828	301,773	187,688	438,618	174,426
• New Orleans	565.0	.2323	31.0	12.4	18.4	16.7	26.0	217.4	3,384,815	740,685	561,828	301,773	187,688	438,618	174,426
St. Bernard	69.4	.0286	30.6	11.5	17.9	19.7	22.4	23.6	321,532	132,521	27,551	40,014	15,892	14,023	20,986
St. Charles	43.4	.0178	28.2	12.0	17.6	19.8	18.2	14.3	92,089	33,614	5,870	11,709	2,762	12,576	3,651
St. John the Baptist	42.0	.0172	27.4	12.0	18.7	18.7	17.0	13.0	145,091	61,582	10,937	27,887	4,541	4,837	10,333
St. Tammany	149.6	.0615	30.4	9.3	18.4	21.6	19.9	51.4	617,296	171,316	60,188	67,431	23,539	96,276	23,609
• Slidell	36.6	.0150	30.2	8.2	19.3	23.6	17.1	12.1	328,235	77,848	37,765	39,123	16,511	57,447	12,503
SUBURBAN TOTAL	745.9	.3066	29.9	11.3	19.3	20.1	20.0	264.3	4,589,624	1,156,527	436,808	629,813	286,637	794,616	178,287
SHREVEPORT	**368.9**	**.1517**	**30.8**	**11.4**	**17.5**	**18.7**	**23.9**	**135.9**	**2,141,725**	**452,339**	**193,982**	**287,449**	**124,129**	**412,031**	**64,786**
Bossier	91.6	.0377	29.0	12.9	18.4	21.1	17.8	32.0	479,583	94,683	49,186	69,598	9,741	97,484	8,815
• Bossier City	58.1	.0239	28.1	14.6	18.8	20.6	16.4	20.4	428,019	70,663	44,266	61,303	9,018	93,820	8,223

LA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Caddo	277.3	.1140	31.5	10.9	17.2	17.9	26.0	103.9	1,662,142	357,656	144,796	217,851	114,388	314,547	55,971
• Shreveport	223.3	.0918	31.3	11.1	17.2	17.4	26.2	84.3	1,515,461	332,361	136,925	192,234	108,937	286,945	52,499
SUBURBAN TOTAL	87.5	.0360	31.6	10.1	16.5	21.1	23.4	31.2	198,245	49,315	12,791	33,912	6,174	31,266	4,064
OTHER COUNTIES															
Acadia	59.9	.0247	29.9	10.9	14.8	17.9	24.5	20.1	227,983	50,816	18,661	21,595	10,766	48,686	15,398
Allen	21.6	.0088	32.3	9.3	14.3	18.8	27.3	7.5	75,247	19,767	2,525	14,773	1,475	16,123	3,780
Assumption	22.7	.0096	27.6	11.9	16.0	17.4	20.7	6.8	55,026	16,431	2,095	9,211	2,436	11,345	2,100
Avoyelles	43.9	.0180	32.3	9.6	13.7	17.5	28.8	15.0	122,504	35,371	5,518	19,749	4,548	30,261	9,538
Beauregard	33.5	.0138	30.2	10.7	16.8	19.5	22.5	11.2	140,129	35,903	6,222	8,822	7,756	36,291	3,345
Bienville	17.4	.0071	35.0	9.2	13.2	17.2	32.8	6.3	54,296	16,182	1,890	4,848	1,790	8,907	1,684
Caldwell	12.0	.0049	34.0	9.0	14.0	18.4	30.1	4.6	26,965	6,909	1,404	2,975	436	4,573	894
Cameron	9.8	.0041	29.5	12.9	15.2	18.7	23.0	3.4	28,597	16,124	2,233	1,250	161	710	994
Catahoula	13.0	.0053	31.3	10.6	14.4	17.9	26.8	4.5	30,737	5,320	930	2,998	1,829	6,007	2,712
Claiborne	17.9	.0074	35.8	8.9	12.7	16.0	34.6	6.4	51,762	15,087	1,888	8,955	1,380	10,125	1,859
Concordia	23.5	.0096	30.6	10.4	14.7	18.7	24.9	8.2	86,908	29,284	6,118	11,491	3,383	16,832	2,383
De Soto	28.1	.0116	33.3	9.6	14.3	17.1	30.5	9.9	106,444	29,230	3,630	18,546	2,539	23,436	4,409
East Carroll	11.3	.0047	27.5	10.4	13.1	14.1	26.1	3.7	25,116	6,888	789	1,421	476	2,651	1,984
East Feliciana	21.1	.0087	30.5	11.8	16.8	17.7	24.8	5.8	30,465	9,654	1,963	1,312	584	5,000	1,350
Evangeline	35.3	.0145	30.8	10.3	13.8	17.7	26.5	12.2	115,386	31,687	3,405	12,278	5,731	17,330	6,800
Franklin	23.8	.0098	32.6	9.2	13.4	16.8	30.0	8.4	129,254	59,857	3,233	17,334	1,819	22,093	2,936
Grant	18.1	.0074	33.9	8.8	13.9	18.4	30.1	6.5	20,277	7,131	458	836	129	8,342	983
Iberia	68.2	.0280	28.6	12.1	16.1	18.4	21.4	22.2	387,976	91,957	45,135	27,429	25,011	82,962	17,083
Iberville	33.5	.0138	29.0	12.9	16.3	16.9	23.3	10.4	152,770	42,431	8,544	13,948	4,255	47,506	5,199
Jackson	18.1	.0075	35.0	8.8	13.4	17.8	32.3	6.8	49,975	10,644	2,552	11,529	2,226	4,856	2,937
Jefferson Davis	33.1	.0136	30.1	10.9	14.6	18.0	24.9	11.0	151,250	38,429	6,472	7,352	3,408	39,323	9,278
La Salle	17.9	.0074	33.4	9.7	15.0	18.5	29.1	6.5	53,890	15,215	3,327	3,000	1,571	19,808	1,830
Lincoln	43.1	.0177	25.0	28.3	13.2	14.7	22.1	13.9	180,421	40,148	18,924	18,960	5,586	39,342	5,137
Madison	15.7	.0064	29.3	9.6	13.1	14.8	27.7	5.8	28,118	5,262	2,543	1,500	1,081	11,793	1,674
Morehouse	37.3	.0154	31.6	9.7	13.9	16.8	28.5	12.9	139,296	29,826	6,486	22,995	2,340	42,913	4,114
Natchitoches	41.0	.0168	30.0	14.2	14.4	16.3	26.4	14.2	160,957	39,654	9,544	21,128	6,782	30,728	6,641
Plaquemines	26.5	.0109	27.8	12.8	16.9	19.8	18.1	8.2	111,981	39,578	24,235	4,583	3,462	10,659	5,430
Pointe Coupee	24.6	.0101	30.4	10.8	15.4	17.5	25.4	8.4	83,297	23,802	2,920	6,267	3,000	26,402	2,859
Red River	10.8	.0044	32.5	9.5	13.8	16.6	30.0	3.8	32,477	11,119	1,906	2,973	889	4,134	1,719
Richland	22.8	.0094	32.5	9.5	13.3	16.4	30.4	7.7	128,179	24,040	3,513	11,705	5,341	35,889	4,664
Sabine	28.4	.0116	34.7	8.7	13.5	18.1	31.5	10.5	88,120	28,536	2,971	9,494	1,882	33,324	1,485
St. Helena	10.2	.0042	29.2	10.5	14.6	16.5	25.1	3.2	7,960	2,695	186		162	1,933	521
St. James	22.7	.0094	27.6	13.0	16.1	17.8	20.3	6.7	58,525	21,770	3,175	2,837	7,197	7,893	2,365
St. Landry	88.6	.0365	29.8	10.9	14.6	17.7	24.7	30.1	397,449	106,620	17,209	40,996	20,767	79,347	24,441
St. Mary	65.0	.0267	27.9	12.4	17.1	18.9	18.9	20.9	405,804	105,656	58,575	34,713	16,130	73,166	13,194
Tangipahoa	93.1	.0383	28.7	13.8	15.8	17.1	22.9	31.3	529,714	121,377	39,971	75,561	19,178	121,487	16,336
Tensas	8.6	.0035	32.0	8.9	12.9	14.2	32.0	3.0	25,583	8,441	633	1,928	1,313	6,006	420
Union	23.4	.0096	34.7	9.1	14.0	18.2	31.4	8.2	52,604	11,453	1,252	5,708	1,024	18,866	3,550
Vermilion	53.0	.0218	30.8	11.0	14.9	17.9	25.9	18.5	220,576	69,842	8,944	18,160	5,220	47,152	11,996
Vernon	62.0	.0255	24.4	23.7	18.2	15.5	14.4	18.2	172,090	40,603	21,267	18,649	4,000	33,436	3,759
Washington	47.8	.0197	33.0	10.1	14.3	17.6	29.5	16.7	152,679	40,131	8,205	14,960	6,242	27,309	8,075
Webster	45.7	.0188	34.7	9.7	14.2	18.7	30.9	16.9	236,384	75,485	9,991	29,515	9,095	48,045	6,237
West Carroll	13.2	.0055	34.2	8.5	13.7	18.4	30.5	4.7	45,880	14,649	1,263	6,722	913	11,212	1,197
West Feliciana	13.7	.0056	30.4	16.1	28.4	20.1	16.8	2.6	20,841	5,091	1,552	2,585	339	5,328	509
Winn	17.3	.0071	33.6	8.8	14.5	17.5	30.6	6.2	72,049	13,494	3,122	13,165	1,569	17,463	3,000
TOTAL METRO COUNTIES	**3,148.8**	**1.2946**	**29.6**	**12.5**	**18.5**	**18.7**	**21.4**	**1,124.3**	**18,951,908**	**4,335,372**	**2,075,034**	**2,445,313**	**1,084,441**	**3,213,088**	**702,521**
TOTAL STATE	**4,547.0**	**1.8696**	**29.8**	**12.4**	**17.5**	**18.3**	**22.6**	**1,594.3**	**24,425,849**	**5,804,961**	**2,452,413**	**3,032,069**	**1,291,602**	**4,410,082**	**931,320**

BATON ROUGE:
The Importance of Being Number 2

Louisiana Metro Rankings For Baton Rouge*
2. Population 557,000
2. Households. 192,400
2. EBI. . . . . $5.9 billion
2. Retail Sales . . . . . $3.24 billion
*All figures 1987 S&MM Survey of Buying Power

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S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALEXANDRIA	**1,302,184**	**18,214**	**26.5**	**25.2**	**11.7**	**9.0**	**.0481**
Rapides	1,302,184	18,214	26.5	25.2	11.7	9.0	.0481
• Alexandria	499,324	16,237	27.0	22.0	10.2	9.1	.0240
SUBURBAN TOTAL	802,860	19,531	26.2	27.3	12.6	9.0	.0241
BATON ROUGE	**5,969,668**	**24,555**	**20.8**	**25.3**	**18.4**	**14.2**	**.2118**
Ascension	563,890	25,248	19.5	25.9	21.1	10.8	.0193
East Baton Rouge	4,483,218	24,295	21.2	24.6	17.9	15.0	.1644
• Baton Rouge	2,735,589	20,162	24.0	23.0	13.6	13.8	.1144
Livingston	715,976	25,410	19.9	28.7	19.4	11.9	.0217
West Baton Rouge	206,584	24,962	19.4	25.0	18.5	15.2	.0064
SUBURBAN TOTAL	3,234,079	28,547	17.9	27.5	22.9	14.5	.0974
HOUMA - THIBODAUX	**1,972,214**	**25,729**	**19.9**	**29.2**	**18.4**	**13.5**	**.0706**
Lafourche	889,006	24,481	21.0	29.6	17.4	12.2	.0299
• Thibodaux	165,112	19,860	26.0	25.1	12.8	11.7	.0075
Terrebonne	1,083,208	26,860	19.0	28.8	19.4	14.6	.0407
• Houma	384,671	24,561	20.1	26.6	16.7	14.9	.0193
SUBURBAN TOTAL	1,422,431	26,675	19.0	30.4	19.7	13.4	.0438
LAFAYETTE	**2,419,061**	**24,144**	**22.0**	**26.9**	**16.1**	**14.8**	**.0914**
Lafayette	2,027,769	24,967	22.0	26.5	16.4	16.1	.0786
• Lafayette	1,135,731	22,468	23.5	24.7	14.2	15.8	.0562
St. Martin	391,292	21,373	21.4	28.6	14.7	9.4	.0128
SUBURBAN TOTAL	1,283,330	25,429	20.5	28.9	17.7	13.9	.0352
LAKE CHARLES	**1,848,558**	**24,782**	**21.0**	**28.7**	**18.2**	**11.9**	**.0668**
Calcasieu	1,848,558	24,782	21.0	28.7	18.2	11.9	.0668
• Lake Charles	795,816	22,026	22.9	26.8	16.1	11.2	.0343
SUBURBAN TOTAL	1,052,742	26,964	19.6	29.9	19.9	12.6	.0325
MONROE	**1,336,682**	**18,528**	**23.7**	**24.2**	**13.6**	**9.3**	**.0510**
Ouachita	1,336,682	18,528	23.7	24.2	13.6	9.3	.0510
• Monroe	481,496	13,818	24.4	18.7	9.7	9.1	.0240
SUBURBAN TOTAL	855,186	21,637	23.0	27.9	16.1	9.4	.0270
NEW ORLEANS	**14,461,551**	**21,988**	**22.4**	**25.8**	**15.2**	**12.9**	**.5222**
Jefferson	5,694,421	27,049	20.9	30.5	19.1	14.7	.2107
Kenner	815,985	28,299	19.7	32.1	21.0	15.0	.0266
Orleans	5,495,016	16,076	25.1	20.9	10.1	10.5	.2075
• New Orleans	5,495,016	16,076	25.1	20.9	10.1	10.5	.2075
St. Bernard	678,514	24,992	23.1	32.9	19.0	9.1	.0237
St. Charles	435,805	26,654	17.2	29.0	21.6	12.4	.0127
St. John the Baptist	428,197	28,327	17.2	25.1	22.0	16.7	.0137
St. Tammany	1,729,598	27,275	19.0	26.1	18.5	17.9	.0539
• Slidell	450,132	33,287	13.6	27.1	24.3	22.3	.0172
SUBURBAN TOTAL	8,516,403	26,630	20.6	29.8	19.0	14.4	.2975
SHREVEPORT	**3,973,189**	**21,437**	**24.0**	**26.9**	**14.4**	**11.9**	**.1404**
Bossier	842,748	20,715	27.2	29.7	14.8	7.2	.0313
• Bossier City	537,540	20,656	29.2	30.7	14.7	6.3	.0225
Caddo	3,130,441	21,685	23.1	25.9	14.3	13.3	.1091
• Shreveport	2,516,777	21,203	23.4	25.5	13.8	13.3	.0914
SUBURBAN TOTAL	918,872	22,655	22.3	28.2	16.0	11.5	.0265
OTHER COUNTIES							
Acadia	531,100	18,764	23.7	24.9	12.8	9.8	.0185
Allen	153,140	15,085	22.4	25.0	10.5	4.4	.0058
Assumption	184,467	21,016	22.3	25.3	15.1	11.6	.0061
Avoyelles	283,181	12,821	27.7	19.6	6.8	4.6	.0109
Beauregard	284,233	18,653	23.5	25.3	12.7	9.1	.0103
Bienville	135,786	14,695	23.4	22.3	10.0	6.9	.0049
Caldwell	97,453	13,748	25.3	19.9	9.3	6.1	.0033
Cameron	104,617	23,887	22.8	24.2	17.9	14.1	.0031
Catahoula	87,072	12,352	26.4	17.5	7.4	5.8	.0032
Claiborne	159,443	17,160	22.9	22.8	11.8	10.5	.0052
Concordia	189,092	15,740	22.7	21.7	12.6	7.4	.0068
De Soto	226,232	15,539	24.4	21.7	10.7	7.4	.0083
East Carroll	58,980	9,008	23.5	12.3	6.0	4.7	.0025
East Feliciana	157,811	20,318	23.1	27.4	13.1	10.2	.0049
Evangeline	251,841	13,678	23.3	22.2	8.7	5.8	.0095
Franklin	147,083	11,569	26.4	18.0	6.3	4.1	.0071
Grant	144,121	15,911	24.1	22.7	11.5	7.2	.0042
Iberia	707,359	24,983	20.0	28.5	17.9	13.6	.0254
Iberville	315,580	21,544	20.7	20.9	15.9	15.8	.0112
Jackson	146,457	15,447	24.5	22.5	12.5	4.9	.0050
Jefferson Davis	266,031	18,633	22.2	27.2	12.8	7.2	.0103
La Salle	171,799	18,972	23.2	23.0	14.6	10.2	.0055
Lincoln	389,153	18,559	23.9	22.4	12.8	11.9	.0137
Madison	88,599	9,162	26.6	13.1	3.0	3.9	.0033
Morehouse	246,679	11,962	22.9	19.1	8.6	5.4	.0101
Natchitoches	289,913	13,722	25.6	21.6	7.5	6.2	.0114

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S&MM Survey of Buying Power, July, 1987

LA. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Plaquemines	241,799	24,496	21.0	27.7	17.0	13.3	.0085
Pointe Coupee	212,693	17,731	21.1	21.4	14.7	9.6	.0073
Red River	84,664	15,881	23.7	20.9	11.1	8.5	.0029
Richland	131,427	10,371	22.7	18.7	6.1	3.6	.0068
Sabine	240,911	16,615	26.2	23.7	10.2	7.6	.0081
St. Helena	81,546	16,817	26.9	19.7	9.9	12.1	.0023
St. James	223,929	28,230	17.6	19.7	20.0	20.7	.0068
St. Landry	654,052	15,270	23.5	23.4	10.3	6.4	.0262
St. Mary	646,021	24,766	21.0	28.7	16.6	13.5	.0243
Tangipahoa	805,069	17,276	25.5	21.8	12.9	9.4	.0319
Tensas	45,707	8,748	24.3	12.7	4.3	4.6	.0021

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Union	197,783	17,072	24.2	25.4	10.8	7.8	.0062
Vermilion	493,096	19,272	23.8	24.1	13.3	11.2	.0172
Vernon	449,069	15,285	35.7	23.2	8.4	4.9	.0161
Washington	358,443	14,976	25.5	21.9	10.2	6.5	.0130
Webster	443,467	19,209	22.4	24.4	13.7	10.3	.0160
West Carroll	76,417	9,924	23.6	15.0	6.4	4.7	.0034
West Feliciana	98,843	20,326	19.1	19.6	13.3	17.6	.0031
Winn	120,620	13,530	25.2	20.7	8.4	5.5	.0050
TOTAL METRO COUNTIES	**33,283,107**	**22,453**	**22.3**	**26.2**	**15.8**	**12.8**	**1.2023**
TOTAL STATE	**44,705,885**	**20,689**	**22.8**	**25.1**	**14.6**	**11.6**	**1.6200**

MAINE

MAINE
S&MM ESTIMATES

POPULATION—12/31/86 | **RETAIL SALES BY STORE GROUP 1986**

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BANGOR	**138.4**	**.0569**	**30.7**	**14.6**	**17.1**	**18.7**	**24.0**	**48.5**	**994,211**	**210,739**	**78,445**	**113,901**	**30,015**	**255,180**	**28,500**
Penobscot	138.4	.0569	30.7	14.6	17.1	18.7	24.0	48.5	994,211	210,739	78,445	113,901	30,015	255,180	28,500
• Bangor	30.7	.0126	31.9	15.2	18.7	16.6	27.6	11.9	525,775	80,044	48,940	89,186	16,977	150,688	11,796
SUBURBAN TOTAL	107.7	.0443	30.4	14.4	16.6	19.3	23.0	36.6	468,436	130,695	29,505	24,715	13,038	104,492	16,704
LEWISTON - AUBURN	**100.9**	**.0415**	**32.5**	**11.2**	**16.2**	**18.2**	**27.7**	**37.4**	**649,517**	**170,469**	**48,019**	**73,671**	**15,823**	**159,904**	**15,894**
Androscoggin	100.9	.0415	32.5	11.2	16.2	18.2	27.7	37.4	649,517	170,469	48,019	73,671	15,823	159,904	15,894
• Auburn	23.1	.0095	34.1	10.3	15.5	18.7	29.9	8.8	260,816	51,017	12,855	25,502	3,797	111,418	5,548
• Lewiston	39.6	.0163	34.5	13.1	14.2	17.1	32.1	15.3	275,288	81,892	27,251	45,989	10,689	27,248	6,655
SUBURBAN TOTAL	38.2	.0157	30.1	9.8	18.7	19.1	21.8	13.3	113,413	37,560	7,913	2,180	1,337	21,238	3,691
PORTLAND	**228.6**	**.0940**	**33.0**	**11.3**	**18.0**	**18.8**	**27.6**	**87.8**	**2,475,843**	**494,706**	**231,098**	**244,668**	**68,600**	**480,415**	**62,295**
Cumberland	228.6	.0940	33.0	11.3	18.0	18.8	27.6	87.8	2,475,843	494,706	231,098	244,668	68,600	480,415	62,295
• Portland	63.1	.0259	33.6	12.9	18.8	15.5	31.9	27.5	730,595	168,920	96,241	34,548	26,924	167,042	23,466
SUBURBAN TOTAL	165.5	.0681	32.8	10.7	17.6	20.1	26.0	60.3	1,745,248	325,786	134,857	210,120	41,676	313,373	38,829
OTHER COUNTIES															
Aroostook	87.5	.0360	30.5	11.9	16.8	18.5	23.9	29.8	451,247	112,582	29,109	50,171	12,160	100,135	16,486
Franklin	29.3	.0120	31.9	12.0	16.0	19.2	25.9	10.8	127,748	24,227	14,336	7,010	4,979	30,585	4,128
Hancock	44.9	.0185	34.7	9.6	16.9	18.6	30.9	17.5	297,189	77,857	30,269	25,667	7,723	59,768	8,870
Kennebec	115.3	.0474	32.7	10.8	16.7	19.1	27.1	42.6	825,011	166,715	70,657	93,335	27,698	221,604	19,178
Knox	34.7	.0142	35.7	8.3	16.8	18.3	32.6	13.6	223,915	42,457	19,928	15,283	8,859	50,543	8,964
Lincoln	28.5	.0118	35.5	7.7	16.5	19.1	31.6	10.8	171,405	34,216	15,089	3,159	4,912	33,115	4,687
Oxford	50.6	.0208	34.5	8.7	15.6	18.9	30.3	19.0	256,518	65,422	15,063	16,511	6,714	65,987	9,479
Piscataquis	18.1	.0074	34.2	9.0	15.4	18.8	30.1	6.6	97,789	26,540	4,243	6,486	1,896	21,674	3,269
Sagadahoc	32.9	.0135	31.6	10.5	18.6	19.4	24.2	11.9	157,840	43,860	13,402	3,781	2,526	50,351	5,377
Somerset	46.6	.0192	33.0	8.7	16.2	19.3	27.4	16.5	247,808	73,856	18,748	12,929	11,562	50,112	9,604
Waldo	30.9	.0127	32.2	9.3	17.6	18.9	26.2	11.3	96,807	25,849	11,116	6,006	3,344	17,697	3,063
Washington	35.6	.0146	34.0	9.7	15.3	18.0	30.5	13.2	132,302	54,113	12,239	7,826	5,279	18,496	5,445
York	159.6	.0657	32.8	9.8	17.8	18.5	27.6	59.6	844,842	198,372	102,085	39,056	27,540	179,977	25,286
TOTAL METRO COUNTIES	**467.9**	**.1924**	**32.2**	**12.2**	**17.4**	**18.6**	**26.6**	**173.7**	**4,119,571**	**875,914**	**357,562**	**432,240**	**114,438**	**895,499**	**106,689**
TOTAL STATE	**1,182.4**	**.4862**	**32.7**	**10.9**	**17.1**	**18.7**	**27.3**	**436.9**	**8,049,992**	**1,821,980**	**713,846**	**719,460**	**239,630**	**1,795,543**	**230,525**

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MAINE
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BANGOR	**1,414,710**	**22,006**	**26.0**	**29.3**	**15.4**	**9.8**	**.0553**
Penobscot	1,414,710	22,006	26.0	29.3	15.4	9.8	.0553
• Bangor	342,446	19,680	28.5	26.5	12.1	10.7	.0190
SUBURBAN TOTAL	1,072,264	22,793	25.2	30.2	16.5	9.5	.0363
LEWISTON - AUBURN	**1,040,377**	**21,028**	**27.6**	**30.0**	**14.0**	**8.6**	**.0389**
Androscoggin	1,040,377	21,028	27.6	30.0	14.0	8.6	.0389
• Auburn	246,673	20,664	27.0	28.1	13.9	9.7	.0113
• Lewiston	409,719	19,251	29.5	27.6	12.4	8.2	.0157
SUBURBAN TOTAL	383,985	23,042	26.0	34.1	15.9	8.2	.0119
PORTLAND	**2,910,345**	**24,719**	**23.6**	**28.9**	**17.0**	**14.2**	**.1180**
Cumberland	2,910,345	24,719	23.6	28.9	17.0	14.2	.1180
• Portland	780,450	19,908	27.5	25.9	13.4	10.5	.0331
SUBURBAN TOTAL	2,129,895	27,010	21.8	30.4	18.6	15.9	.0849
OTHER COUNTIES							
Aroostook	777,035	19,224	30.5	29.6	10.9	7.2	.0293

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Franklin	308,957	21,318	27.8	28.8	14.8	9.7	.0101
Hancock	481,626	20,496	28.7	29.3	12.9	9.0	.0179
Kennebec	1,247,530	22,437	25.9	30.9	15.4	9.8	.0472
Knox	323,371	16,972	33.6	25.9	9.4	5.7	.0128
Lincoln	322,167	22,534	25.3	29.5	15.0	11.3	.0112
Oxford	514,434	20,335	29.2	29.8	13.0	8.1	.0181
Piscataquis	162,282	19,236	32.2	30.5	13.2	4.3	.0061
Sagadahoc	337,403	21,911	27.3	31.4	15.2	8.3	.0116
Somerset	405,090	18,307	30.5	29.7	10.6	5.4	.0157
Waldo	279,311	18,914	31.0	29.9	11.3	5.6	.0092
Washington	290,969	15,647	31.6	24.7	9.1	4.8	.0104
York	1,834,900	24,059	24.2	31.8	17.8	10.2	.0612
TOTAL METRO COUNTIES	**5,365,432**	**23,077**	**25.1**	**29.3**	**15.9**	**11.8**	**.2122**
TOTAL STATE	**12,650,507**	**21,695**	**26.8**	**29.7**	**14.7**	**9.7**	**.4730**

MARYLAND

MD.
S&MM ESTIMATES

POPULATION—12/31/86 | RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BALTIMORE	**2,306.1**	**.9483**	**32.6**	**11.4**	**18.4**	**20.5**	**25.1**	**836.6**	**14,264,185**	**2,681,557**	**1,371,232**	**1,621,395**	**706,840**	**3,455,052**	**513,235**
Anne Arundel	418.4	.1721	31.1	12.5	19.3	22.6	19.9	141.3	2,534,556	427,237	221,153	295,821	125,531	762,108	58,181
• Annapolis	34.1	.0140	32.2	12.5	20.3	18.5	25.9	13.8	492,224	42,313	45,352	33,641	23,212	199,181	13,677
Baltimore	670.1	.2755	34.1	11.4	18.2	20.5	27.9	256.3	5,688,127	1,039,909	419,340	889,777	306,693	1,401,970	178,863
Baltimore city	759.5	.3123	32.7	12.0	17.2	17.2	28.9	282.3	3,775,658	732,202	543,616	236,216	184,807	659,298	209,964
• Baltimore	759.5	.3123	32.7	12.0	17.2	17.2	28.9	282.3	3,775,658	732,202	543,616	236,216	184,807	659,298	209,964
Carroll	115.5	.0475	32.4	9.7	18.4	23.0	22.2	38.4	498,542	120,438	35,990	25,939	13,008	174,852	18,314
Harford	160.3	.0659	31.0	10.5	18.5	23.5	19.0	53.6	905,157	186,551	75,345	85,030	27,502	275,711	30,464
Howard	151.9	.0625	31.5	8.6	21.2	26.5	16.1	54.1	752,198	141,776	63,063	86,782	45,696	158,815	14,646
Queen Anne's	30.4	.0125	34.4	9.3	16.8	20.1	28.9	10.6	109,947	33,444	12,725	1,830	3,603	22,298	2,803
SUBURBAN TOTAL	1,512.5	.6220	32.6	11.1	18.8	22.2	23.2	540.5	9,996,303	1,907,042	782,264	1,351,538	498,821	2,596,573	289,594
CUMBERLAND	**104.5**	**.0429**	**35.9**	**10.5**	**14.4**	**18.9**	**32.2**	**39.3**	**545,571**	**110,084**	**48,005**	**98,776**	**26,369**	**103,929**	**25,262**
Allegany	76.8	.0315	37.0	10.9	13.7	18.8	33.9	29.1	481,668	95,513	41,846	92,532	23,714	88,791	21,968
• Cumberland	23.9	.0098	41.1	8.7	13.4	16.6	40.4	10.1	213,125	46,884	11,841	28,257	11,594	45,705	9,008
Mineral, W. Va.	*27.7*	*.0114*	*33.1*	*9.5*	*16.2*	*19.6*	*27.3*	*10.2*	*63,903*	*14,571*	*6,159*	*6,244*	*2,655*	*15,138*	*3,294*
SUBURBAN TOTAL	80.6	.0331	34.6	11.0	14.7	19.8	29.7	29.2	332,446	63,200	36,164	70,519	14,775	58,224	16,254
HAGERSTOWN	**114.6**	**.0471**	**33.7**	**11.5**	**17.0**	**19.8**	**28.1**	**41.1**	**691,825**	**116,915**	**37,749**	**79,238**	**32,942**	**142,432**	**27,282**
Washington	114.6	.0471	33.7	11.5	17.0	19.8	28.1	41.1	691,825	116,915	37,749	79,238	32,942	142,432	27,282

MD. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Hagerstown	32.9	.0135	35.2	11.6	16.4	16.7	33.5	13.7	355,592	56,427	21,140	32,026	15,027	89,071	16,208
SUBURBAN TOTAL	81.7	.0336	33.2	11.5	17.2	21.1	25.8	27.4	336,233	60,488	16,609	47,212	17,915	53,361	11,074
OTHER COUNTIES															
☐ Calvert	43.6	.0179	30.9	8.7	18.6	21.2	21.2	14.2	107,384	32,754	14,551	7,032	2,180	16,466	4,247
Caroline	24.8	.0102	34.3	9.4	15.7	19.1	29.8	9.0	58,642	21,440	2,976	1,971	2,093	13,201	3,356
☐ Cecil	67.1	.0276	31.7	9.7	17.1	20.8	23.6	22.8	319,283	57,096	26,025	16,237	7,470	81,565	7,639
☐ Charles	89.5	.0368	29.1	9.9	18.4	23.6	15.5	27.5	318,420	85,140	25,130	11,752	10,849	70,809	41,392
Dorchester	30.7	.0126	36.7	9.4	15.0	18.7	33.6	11.4	182,872	33,311	8,085	6,048	5,021	28,904	7,505
☐ Frederick	134.6	.0554	31.4	10.5	19.3	21.4	21.6	45.4	771,251	169,330	65,187	94,546	31,197	193,505	16,936
• Frederick	33.9	.0139	32.2	12.9	20.5	16.1	28.1	13.3	537,027	135,372	41,490	77,803	21,673	128,751	12,152
Garrett	28.8	.0118	32.2	10.1	15.8	19.2	26.4	9.9	136,742	23,659	7,568	12,547	4,503	51,146	6,240
Kent	17.0	.0070	35.7	12.7	14.4	18.3	32.6	6.5	94,276	30,254	10,604	7,098	1,725	19,094	2,695
☐ Montgomery	653.1	.2685	33.9	9.5	18.5	23.7	24.4	245.7	4,053,328	1,051,753	445,041	743,198	481,239	1,684,030	183,700
Rockville	48.0	.0197	31.9	10.3	19.0	24.3	19.8	16.6	[illegible]	130,193	62,990	43,564	90,560	233,998	15,085
☐ Prince George's	679.1	.2792	29.7	13.5	20.7	22.1	17.0	240.2	[illegible]	1,024,023	430,933	644,207	289,198	1,436,192	157,501
St. Mary's	67.4	.0277	28.3	13.3	18.9	19.6	17.7	22.3	[illegible]	60,927	25,313	10,815	12,573	54,531	9,329
Somerset	19.4	.0080	35.2	11.9	14.0	17.2	33.0	6.8	61,924	[illegible]	4,104	2,282	1,712	8,132	4,077
Talbot	27.2	.0112	38.6	8.9	15.1	18.6	36.3	11.1	242,648	46,783	23,766	4,490	11,441	62,351	9,255
Wicomico	70.3	.0289	33.4	11.9	16.8	19.7	27.6	25.9	581,718	88,810	46,528	83,904	33,949	164,680	12,274
Worcester	36.2	.0149	35.4	10.2	16.1	19.0	31.6	14.2	350,473	71,725	80,686	14,872	15,571	71,827	13,337
TOTAL METRO COUNTIES	**4,164.5**	**1.7123**	**32.2**	**11.3**	**18.7**	**21.3**	**23.5**	**1,502.6**	**28,260,521**	**5,314,081**	**2,457,694**	**3,310,137**	**1,585,629**	**7,168,842**	**973,900**
TOTAL STATE	**4,486.3**	**1.8446**	**32.3**	**11.3**	**18.4**	**21.2**	**23.9**	**1,619.7**	**30,205,991**	**5,718,377**	**2,667,324**	**3,454,164**	**1,674,217**	**7,642,708**	**1,041,968**

IF YOU THINK BALTIMORE IS JUST A HASH SLINGING, TRUCK DRIVING, ARCHIE BUNKER KIND OF TOWN, YOU'RE MISSING A MARKET THAT EATS GOURMET, DRIVES TURBO AND TRAVELS FOUR STAR.

A lot of people still mistake Baltimore for a backwater, brown bag kind of town. Hard to believe since it's outpacing Washington, D.C., Houston, Chicago and Pittsburgh as one of the fastest growing key metropolitan markets in the country today. A regular boomtown in every sales category across the board.

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The fact is, we're the most efficient way of reaching the people you want. (In other words, the people who spend money.) We're also one of the few newspapers that can present your image in living, breathing color. And when we say "color," we're talking about the kind of depth and reproduction you usually expect from slick magazines.

So, the decision's up to you. You can either get in on the market *now* before your competition discovers us. Or, you can kick yourself later for letting one of life's few golden opportunities slip up, up and away.

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THE BALTIMORE SUN

MD.

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BALTIMORE	**28,921,343**	**28,227**	**19.3**	**27.1**	**19.4**	**18.7**	**.9644**
Anne Arundel	5,610,320	33,402	15.8	28.2	22.9	24.0	.1800
• Annapolis	468,275	25,996	20.6	28.5	15.9	18.7	.0207
Baltimore	9,638,154	31,274	17.9	29.3	21.7	20.9	.3323
Baltimore city	7,479,154	19,377	24.2	24.6	13.3	10.8	.2646
• Baltimore	7,479,154	19,377	24.2	24.6	13.3	10.8	.2646
Carroll	1,360,372	30,408	18.1	30.1	24.3	16.4	.0425
Harford	1,996,518	31,819	17.7	27.9	23.6	20.4	.0650
Howard	2,523,524	41,876	11.8	21.6	23.6	37.1	.0701
Queen Anne's	313,301	23,841	24.3	30.1	16.0	11.9	.0099
SUBURBAN TOTAL	20,973,914	32,616	16.7	28.2	22.6	22.9	.6791
CUMBERLAND	**1,018,109**	**20,221**	**26.2**	**28.9**	**13.6**	**8.1**	**.0368**
Allegany	785,592	21,178	25.6	28.5	14.6	9.3	.0293
• Cumberland	252,318	18,469	26.4	25.4	12.6	8.5	.0105
Mineral, W. Va.	*232,517*	*18,213*	*28.2*	*29.4*	*10.7*	*4.7*	*.0075*
SUBURBAN TOTAL	765,791	20,804	26.2	30.0	13.9	8.0	.0263
HAGERSTOWN	**1,206,409**	**23,623**	**23.0**	**29.8**	**17.3**	**11.2**	**.0437**
Washington	1,206,409	23,623	23.0	29.8	17.3	11.2	.0437
• Hagerstown	324,690	18,282	27.9	26.9	12.1	6.5	.0154
SUBURBAN TOTAL	881,719	26,743	20.6	31.2	19.9	13.5	.0283
OTHER COUNTIES							
☐ Calvert	493,276	30,517	17.7	28.4	21.2	19.4	.0139
Caroline	210,018	18,713	27.4	29.1	12.2	5.4	.0068
☐ Cecil	754,362	27,544	20.6	30.6	19.6	15.4	.0246
☐ Charles	1,010,139	33,106	15.1	27.3	25.7	20.6	.0308
Dorchester	296,534	19,872	27.7	28.2	12.4	9.0	.0111
☐ Frederick	1,638,120	30,697	18.6	28.2	21.8	19.8	.0543
• Frederick	424,922	25,924	21.9	29.3	19.0	14.2	.0208
Garrett	279,815	22,092	25.8	29.7	15.5	9.7	.0099
Kent	178,361	20,310	27.5	26.6	13.3	10.8	.0063
☐ Montgomery	13,121,366	44,874	11.3	20.4	18.4	43.8	.3967
Rockville	833,270	43,866	10.7	19.5	20.3	41.8	.0333
☐ Prince George's	10,273,670	35,944	14.7	26.3	21.0	30.5	.3350
St. Mary's	806,895	30,020	19.6	26.8	20.8	20.7	.0239
Somerset	176,578	19,515	28.5	27.3	11.8	9.8	.0058
Talbot	379,745	25,124	22.9	27.6	15.8	17.8	.0136
Wicomico	740,722	22,384	24.8	29.0	16.2	10.4	.0301
Worcester	347,083	18,438	30.2	27.4	11.0	7.5	.0158
TOTAL METRO COUNTIES	**58,204,277**	**31,413**	**17.4**	**26.1**	**19.5**	**24.3**	**1.8927**
TOTAL STATE	**61,620,028**	**30,687**	**17.9**	**26.3**	**19.2**	**23.5**	**2.0160**

MASSACHUSETTS

MASS.

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,724.2**	**1.5312**	**33.1**	**12.1**	**17.9**	**19.2**	**27.5**	**1,389.3**	**30,511,219**	**5,399,968**	**3,880,022**	**3,220,850**	**1,357,675**	**6,478,977**	**961,836**
Essex	652.2	.2681	34.4	10.2	16.7	19.2	29.8	247.1	5,724,013	952,550	679,670	635,503	195,120	1,538,019	153,369
• Gloucester	28.4	.0117	34.5	9.9	17.9	18.1	31.1	11.4	220,131	47,044	31,209	4,285	6,476	60,406	9,887
• Haverhill	48.1	.0198	33.8	10.7	16.7	16.6	31.3	18.6	383,683	70,371	37,058	18,183	21,568	119,244	10,876
• Lawrence	65.4	.0269	32.3	11.3	16.5	14.4	31.1	25.8	399,381	39,639	32,668	16,766	16,665	148,459	15,628
• Lynn	80.4	.0331	34.9	10.5	16.1	16.7	33.1	32.7	675,157	95,203	46,775	6,406	22,134	366,016	19,386
Peabody	46.5	.0191	35.1	10.1	15.8	21.6	28.5	16.9	524,762	68,250	39,857	160,297	16,760	61,158	10,188
• Salem	38.9	.0160	34.3	13.5	17.8	16.2	32.5	16.1	447,830	96,758	45,846	38,140	20,054	77,840	9,136
Middlesex	1,371.7	.5640	33.1	12.2	18.5	19.7	26.7	502.4	10,854,951	1,970,434	1,233,882	1,209,025	571,947	2,394,103	347,587
Arlington	45.4	.0187	36.5	10.0	19.5	18.0	34.0	18.4	248,845	40,287	18,586	868	9,432	114,164	9,452
• Cambridge	92.3	.0380	30.6	20.5	27.3	15.3	22.7	39.4	965,540	177,588	166,919	170,412	70,500	88,793	34,055
• Framingham	64.9	.0267	33.3	12.6	18.6	20.6	26.3	25.1	804,284	90,104	104,112	128,632	50,922	218,348	19,315
• Lowell	93.6	.0385	31.3	14.4	16.1	15.5	28.5	34.8	614,331	92,735	55,651	79,798	26,371	207,267	23,591

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SOURCE:
S&MM 1986/1987
S&MM Respective Years
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FOR RESULTS
(SEE PAGE B-26)

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The Patriot Ledger

- #1 in circulation (90,518) among Mass. evening papers
- #1 in classified advertising among New England daily papers
- #1 in retail advertising among Mass. daily papers

Source ABC Publisher's statement 3/31/87 NENA Linage Report 12/31/86
S&MM Survey of Buying Power 1986

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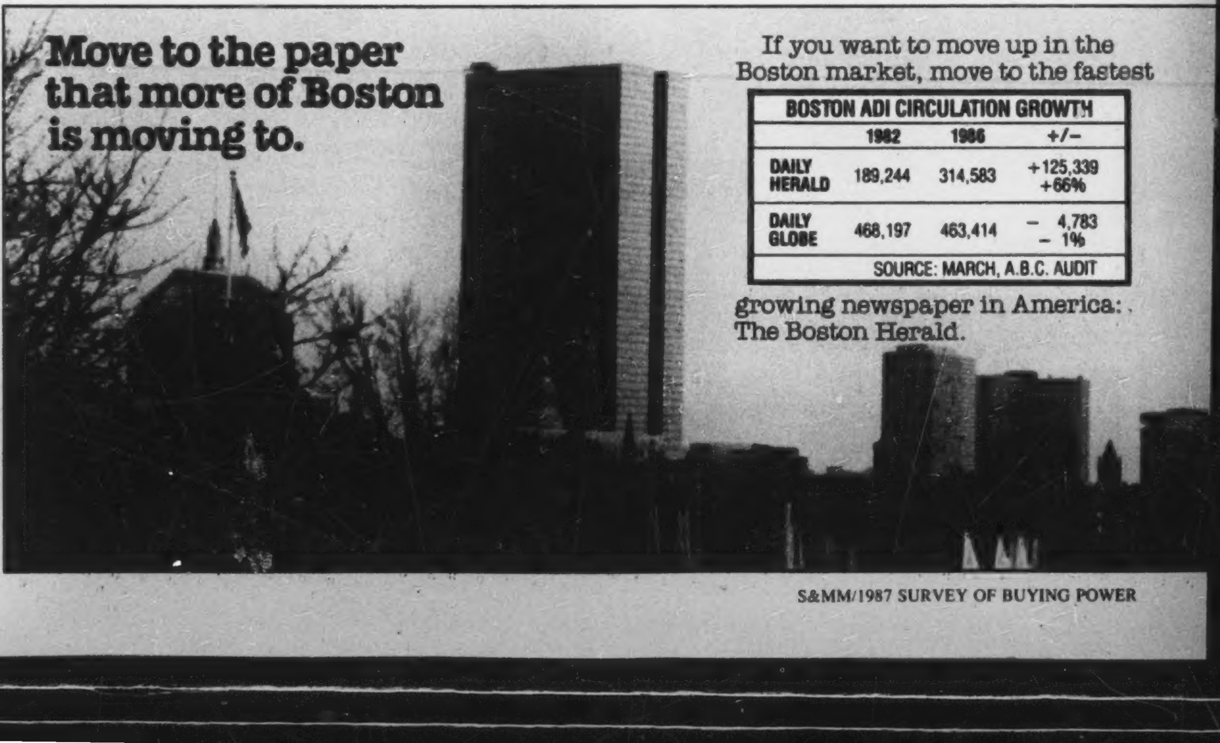
FOR RESULTS
(SEE PAGE B-26)

MASS. (cont.) S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Malden	53.7	.0221	34.7	10.9	18.4	16.7	32.8	21.9	315,494	90,955	31,030	13,926	11,186	86,105	7,482
Medford	57.3	.0236	35.0	13.4	16.0	17.2	32.7	20.9	448,690	84,222	29,891	33,717	11,552	103,098	21,237
Newton	82.3	.0338	35.3	12.3	18.0	19.7	30.7	29.3	933,451	133,600	106,046	110,604	122,756	156,748	26,094
Somerville	75.8	.0312	32.4	15.4	20.7	16.0	28.6	30.6	428,535	88,832	46,796	44,473	6,120	63,822	14,106
• Waltham	57.7	.0237	32.5	17.5	18.9	17.1	28.1	21.5	534,987	100,930	82,369	35,088	51,976	68,440	27,049
Norfolk	607.9	.2500	34.5	11.0	16.7	20.2	29.1	221.3	5,698,539	1,010,955	543,464	535,879	253,272	1,315,605	187,590
Brookline	53.4	.0220	34.9	12.6	23.7	17.3	32.5	24.5	370,259	99,593	59,700	6,755	23,975	72,095	14,216
Quincy	83.8	.0345	36.6	11.8	17.3	16.9	34.9	35.2	748,063	173,820	75,365	32,785	27,419	130,938	43,442
Weymouth	54.5	.0224	33.4	11.7	17.2	19.0	28.3	20.3	418,444	107,457	32,238	20,692	15,467	79,410	15,701
Plymouth	431.6	.1774	31.9	9.5	17.5	20.5	24.0	148.3	2,923,889	549,463	317,575	254,753	104,123	738,179	80,506
• Brockton	96.7	.0398	31.8	10.9	17.0	18.3	26.2	35.0	904,754	173,332	94,794	111,484	28,184	180,804	26,766
Suffolk	660.8	.2717	31.9	16.4	19.9	16.3	27.5	270.2	5,309,827	916,566	1,105,431	585,690	233,213	493,071	192,784
• Boston	572.5	.2354	31.4	17.2	20.5	16.1	26.5	234.6	4,693,893	796,563	1,033,759	532,715	204,321	408,866	161,545
Revere	43.4	.0178	36.9	11.4	16.7	18.4	34.0	17.6	330,389	78,782	43,602	23,772	15,418	42,621	17,303
SUBURBAN TOTAL	2,485.3	1.0216	33.8	10.5	17.4	20.5	27.4	894.3	19,867,248	3,619,701	2,148,862	2,078,941	838,504	4,534,494	604,602
NEW BEDFORD - FALL RIVER - ATTLEBORO	493.3	.2028	33.8	10.3	16.0	18.5	29.6	180.2	3,771,176	1,019,436	318,170	358,318	133,085	796,808	99,985
Bristol	493.3	.2028	33.8	10.3	16.0	18.5	29.6	180.2	3,771,176	1,019,436	318,170	358,318	133,085	796,808	99,985
• Attleboro	34.8	.0143	32.8	10.6	16.7	19.2	27.2	12.6	418,073	55,948	30,069	49,681	8,089	72,890	7,521
• Fall River	93.5	.0384	35.5	10.2	14.6	15.9	34.7	36.5	597,819	161,994	49,635	44,821	38,373	128,228	21,696



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If you want to move up in the Boston market, move to the fastest

BOSTON ADI CIRCULATION GROWTH	1982	1986	+/-
DAILY HERALD	189,244	314,583	+125,339 +66%
DAILY GLOBE	468,197	463,414	− 4,783 − 1%

SOURCE: MARCH, A.B.C. AUDIT

growing newspaper in America: The Boston Herald.

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Boston Area Newspaper Dailies

There's a new freedom in Boston.

It's the new BAND rate structure offering flexibility of their newspaper network purchase in the Boston ADI.

Select any combination of the BAND network markets and custom-tailor your newspaper buy.

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In Boston call Frank Chicko
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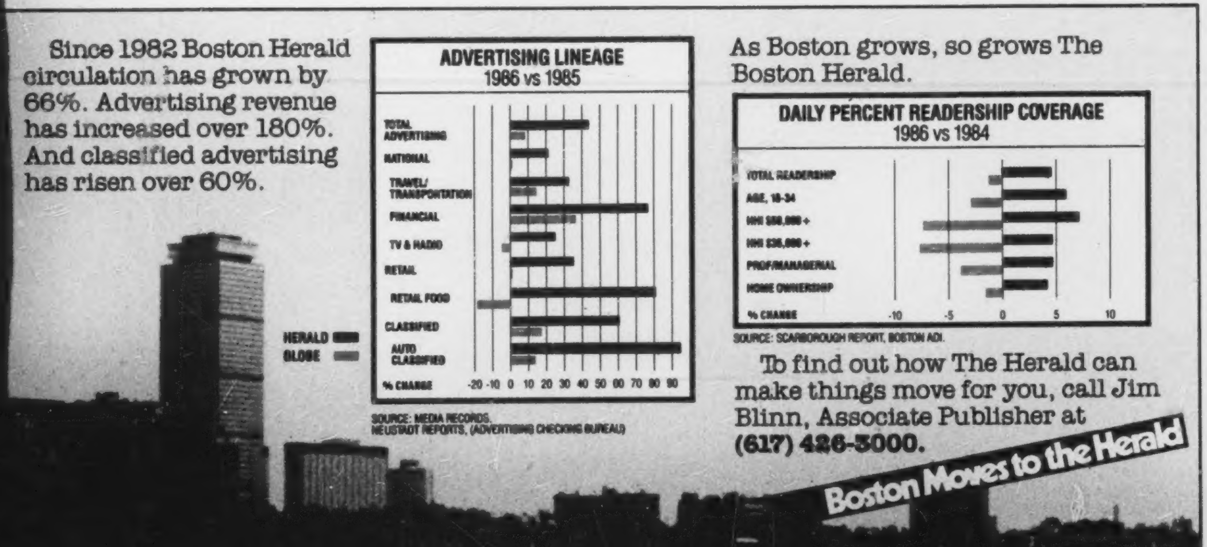
LANDON
FOR RESULTS
(See page B-26)

MASS. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• New Bedford	99.0	.0407	35.4	10.6	14.8	16.1	34.4	39.0	626,309	157,256	60,138	37,794	30,880	116,790	24,005
Taunton	46.8	.0192	33.4	10.9	16.8	18.1	29.2	17.1	262,388	79,882	17,891	26,021	11,924	47,562	9,008
SUBURBAN TOTAL	266.0	.1094	33.0	10.1	17.0	20.2	26.4	92.1	2,128,975	644,238	178,328	226,022	55,743	478,900	46,763
PITTSFIELD	**142.8**	**.0587**	**35.0**	**11.2**	**15.4**	**18.1**	**31.9**	**54.9**	**1,149,121**	**270,217**	**114,063**	**106,046**	**30,578**	**228,862**	**34,349**
Berkshire	142.8	.0587	35.0	11.2	15.4	18.1	31.9	54.9	1,149,121	270,217	114,063	106,046	30,578	228,862	34,349
• Pittsfield	50.4	.0207	35.1	9.7	15.7	17.9	32.2	20.0	520,544	111,742	41,048	71,737	18,733	121,802	16,208
SUBURBAN TOTAL	92.4	.0380	34.9	12.1	15.4	18.3	31.6	34.9	628,577	158,475	73,015	34,309	11,845	107,060	18,141
SPRINGFIELD	**589.8**	**.2425**	**32.6**	**13.9**	**16.6**	**17.5**	**28.5**	**216.0**	**4,213,284**	**894,116**	**447,113**	**532,479**	**165,075**	**823,460**	**133,531**
Hampden	444.9	.1829	33.8	11.1	16.1	18.0	30.1	167.2	3,562,394	724,338	357,223	495,037	146,788	712,165	110,573
Chicopee	56.9	.0234	35.4	11.0	15.7	17.3	33.2	22.2	398,967	96,621	46,086	44,819	10,291	92,349	12,059
• Holyoke	43.2	.0178	35.2	10.5	14.1	15.5	34.7	17.0	463,014	63,516	34,244	132,895	24,929	61,971	13,576
• Springfield	151.0	.0621	32.5	12.5	16.3	15.6	30.3	57.8	1,425,874	279,152	145,289	203,514	62,409	296,673	38,910
• Westfield	37.1	.0153	32.2	13.8	16.7	18.2	27.1	13.3	304,559	79,390	29,568	45,870	5,634	66,167	11,247
Hampshire	144.9	.0596	29.2	22.5	18.2	16.1	23.4	48.8	650,890	169,778	89,890	37,442	18,287	111,295	22,958
• Northampton	29.9	.0123	32.1	17.8	19.8	15.5	28.8	10.9	227,406	48,721	30,106	13,235	5,813	59,598	8,329
SUBURBAN TOTAL	328.6	.1350	32.4	14.7	16.7	18.8	27.0	117.0	1,792,431	423,337	207,906	136,965	66,290	339,051	61,469
WORCESTER - FITCHBURG - LEOMINSTER	**664.8**	**.2734**	**33.2**	**11.5**	**16.5**	**18.2**	**28.9**	**242.9**	**4,209,033**	**795,612**	**449,353**	**527,586**	**152,421**	**883,308**	**153,419**
Worcester	664.8	.2734	33.2	11.5	16.5	18.2	28.9	242.9	4,209,033	795,612	449,353	527,586	152,421	883,308	153,419
• Fitchburg	40.3	.0166	32.9	15.1	14.7	15.4	31.6	15.3	278,266	44,248	24,728	62,096	8,271	64,417	11,465


Since 1982 Boston Herald circulation has grown by 66%. Advertising revenue has increased over 180%. And classified advertising has risen over 60%.

As Boston grows, so grows The Boston Herald.

To find out how The Herald can make things move for you, call Jim Blinn, Associate Publisher at **(617) 426-3000.**

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PLYMOUTH CO.
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CAPE COD-NEW BEDFORD UNIT

Ranking as 68th largest Metropolitan population market in the U.S.

- 110,328* daily circulation
- 122,069* Sunday circulation
- 12% discount - 1 order - 1 bill

*Includes mid-Cape total market distribution plan

Represented by Branham Newspaper Sales

New Bedford STANDARD TIMES · Cape Cod TIMES

MASS. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1986 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Leominster	35.2	.0145	33.0	11.3	16.7	18.8	27.9	13.4	256,548	38,014	27,153	48,706	14,009	37,683	8,328
• Worcester	162.1	.0666	33.9	14.8	15.2	15.1	33.3	61.6	1,267,254	209,136	136,033	124,336	54,293	354,830	42,737
SUBURBAN TOTAL	427.2	.1757	33.0	10.0	17.2	19.6	27.0	152.6	2,406,965	504,214	261,439	292,448	75,848	426,378	90,889
OTHER COUNTIES															
Barnstable	176.3	.0725	39.6	8.0	15.4	16.7	38.9	72.7	1,826,300	348,371	251,441	151,614	68,456	334,048	53,962
Dukes	10.9	.0045	36.2	7.4	20.7	16.9	34.6	5.0	144,176	41,386	21,872	909	2,170	20,659	3,437
Franklin	68.0	.0280	33.5	10.3	19.2	17.7	29.3	26.8	386,804	95,117	47,056	23,121	8,888	96,516	9,418
Nantucket	5.9	.0024	36.8	8.2	20.3	18.1	34.2	2.6	122,843	26,054	23,005	1,442	2,800	5,382	5,109
TOTAL METRO COUNTIES	**5,614.9**	**2.3086**	**33.2**	**12.0**	**17.6**	**18.8**	**28.0**	**2,083.3**	**43,853,833**	**8,379,349**	**5,208,721**	**4,745,279**	**1,838,834**	**9,211,415**	**1,383,120**
TOTAL STATE	**5,876.2**	**2.4160**	**33.3**	**11.9**	**17.5**	**18.7**	**28.4**	**2,190.4**	**46,333,956**	**8,890,277**	**5,552,095**	**4,922,365**	**1,921,148**	**9,668,020**	**1,455,046**

The Globe
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Latest **Scarborough** data show a schedule in The Boston Globe covering your prime targets so well, you really don't need anything else!

College Grads
DAILY 85%
SUNDAY 89

Employment Income 35,000 +
DAILY 85%
SUNDAY 90

Employment Income $50,000 +
DAILY 91%
SUNDAY 93

Managers
DAILY 81%
SUNDAY 85

Professionals
DAILY 77%
SUNDAY 85

Own Home
DAILY 66%
SUNDAY 73

The Boston Globe
Boston, MA 02107 (617) 929-2200
Represented nationally by Million Market Newspapers, Inc./Times Mirror National Marketing

Source: Scarborough, Boston CMSA, 1986; 4-issue daily, 5-issue Sunday cumes

What's the second strongest newspaper in New England?

The Burlington Free Press ranks second in percentage of state coverage.

25% of all Vermont families read The Burlington Free Press, making it No. 2 in New England in percentage of state coverage. In the Greater Burlington area, with nearly one-fourth of the state's total population, coverage jumps to 68%. So if you want a newspaper that's the second strongest in all of New England, look to The Burlington Free Press.

The Burlington Free Press

Burlington, VT 05401
802-863-3441
A Gannett Newspaper

MASS.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**57,664,154**	**31,333**	**17.6**	**24.0**	**18.9**	**25.3**	**1.8931**
Essex	**9,737,411**	**30,087**	**18.0**	**24.3**	**18.9**	**23.3**	**.3331**
• Gloucester	413,945	25,697	22.2	25.8	16.3	18.4	.0138
• Haverhill	632,902	25,672	22.0	25.2	18.6	16.6	.0224
• Lawrence	734,345	20,522	23.6	24.0	15.3	11.6	.0258
• Lynn	1,050,815	24,148	21.6	25.6	16.9	15.2	.0380
Peabody	707,316	34,558	14.4	24.0	23.0	26.2	.0263
• Salem	553,067	25,609	21.3	26.4	17.8	16.9	.0216
Middlesex	**22,816,706**	**34,777**	**15.7**	**23.3**	**19.8**	**29.9**	**.7160**
Arlington	818,818	35,760	15.7	23.5	20.5	30.7	.0225
• Cambridge	1,462,449	24,045	22.9	26.7	14.6	17.0	.0517
• Framingham	1,167,602	35,694	14.6	24.4	18.6	32.3	.0413
• Lowell	1,164,512	24,895	22.5	26.1	17.8	15.4	.0397
Malden	790,984	27,543	20.9	25.6	18.8	19.2	.0241
Medford	832,970	31,633	16.6	24.6	20.0	24.6	.0278
Newton	1,741,123	44,789	12.0	18.6	18.1	43.8	.0549
Somerville	1,006,556	25,085	21.7	27.3	17.5	15.1	.0318
• Waltham	901,345	32,211	16.3	25.7	20.0	25.3	.0307
Norfolk	**10,237,683**	**36,129**	**14.7**	**22.9**	**20.6**	**31.1**	**.3375**
Brookline	1,139,177	31,690	17.5	24.3	16.5	28.6	.0310
Quincy	1,284,730	28,749	18.9	26.0	19.2	20.5	.0436
Weymouth	823,368	32,592	16.1	25.3	20.4	25.8	.0268
Plymouth	**5,713,692**	**30,425**	**18.2**	**26.6**	**20.8**	**21.0**	**.1907**
• Brockton	1,143,310	24,833	20.9	26.4	18.2	14.4	.0455
Suffolk	**9,158,662**	**22,942**	**22.8**	**24.5**	**14.8**	**16.3**	**.3158**

Union-News

The Morning Union The Daily News

Here's Where One Head Is Better Than Two.

It's in Springfield, Massachusetts, and it happened on June 1.

That's when the two Springfield dailies—The Morning Union and the evening Daily News—became one all-day newspaper. And the name on its masthead is—what else?—the Union-News.

It's now an even better newspaper. Better for its readers. Better for its advertisers. Better because the complete staff that served two dailies now combine their talents to provide deeper, wider news coverage—local, state, national, international.

Better because it can now expand and enhance its editorial and feature sections, including a twice-as-big comic section.

It's a better newspaper because its entire staff wants it to be not just better . . . but the best in New England.

And it's already off to a good head start.

Union-News

Sunday Republican

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MASS. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
• Boston	7,936,265	22,566	23.1	24.6	14.3	16.0	.2756
Revere	620,682	27,230	20.7	24.4	19.2	18.9	.0207
SUBURBAN TOTAL	40,503,597	35,308	15.2	23.4	20.5	29.9	1.2870
NEW BEDFORD - FALL RIVER - ATTLEBORO	**5,696,823**	**24,210**	**22.1**	**28.4**	**17.4**	**12.7**	**.2128**
• Bristol	5,696,823	24,210	22.1	28.4	17.4	12.7	.2128
• Attleboro	447,716	27,688	20.9	29.3	20.1	15.9	.0189
• Fall River	921,662	18,548	26.5	27.9	12.4	6.4	.0353
• New Bedford	1,002,885	18,373	26.6	26.3	12.3	7.7	.0377
Taunton	538,753	24,600	22.0	29.7	17.4	12.5	.0182
SUBURBAN TOTAL	3,324,560	28,963	18.6	29.4	21.2	16.9	.1209
PITTSFIELD	**1,842,708**	**24,923**	**22.3**	**28.2**	**17.2**	**14.8**	**.0660**
Berkshire	1,842,708	24,923	22.3	28.2	17.2	14.8	.0660
• Pittsfield	672,520	25,076	21.8	27.1	16.0	16.7	.0260
SUBURBAN TOTAL	1,170,188	24,841	22.6	28.7	17.9	13.8	.0400
SPRINGFIELD	**7,172,438**	**24,950**	**21.5**	**27.8**	**17.8**	**14.3**	**.2544**
Hampden	5,461,820	24,739	21.3	27.3	17.7	14.4	.2006
Chicopee	673,726	23,742	21.9	28.5	18.0	11.7	.0241
• Holyoke	488,342	19,545	23.9	24.4	13.8	10.9	.0212
• Springfield	1,646,606	20,916	23.8	26.6	14.7	10.7	.0690
• Westfield	461,656	27,692	19.4	30.2	20.7	14.6	.0170
Hampshire	1,710,618	25,634	22.3	29.1	18.2	14.0	.0538
• Northampton	364,485	22,910	23.4	27.6	15.2	13.2	.0132
SUBURBAN TOTAL	4,211,349	27,846	20.0	28.5	19.9	16.7	.1340
WORCESTER - FITCHBURG - LEOMINSTER	**8,783,148**	**27,915**	**19.9**	**26.9**	**19.6**	**18.0**	**.2875**
Worcester	8,783,148	27,915	19.9	26.9	19.6	18.0	.2875
• Fitchburg	479,563	23,024	23.7	26.5	16.8	12.7	.0170
• Leominster	453,376	26,761	20.2	29.2	19.5	14.7	.0157
• Worcester	2,003,848	22,888	23.0	26.4	15.6	14.0	.0727
SUBURBAN TOTAL	5,846,361	30,635	18.2	27.1	21.4	20.4	.1821
OTHER COUNTIES							
Barnstable	2,524,454	25,468	23.5	28.2	17.1	16.4	.0939
Dukes	155,457	22,110	27.9	29.1	13.3	12.9	.0065
Franklin	802,386	22,771	25.1	29.6	16.6	10.0	.0270
Nantucket	107,379	30,868	18.3	29.0	21.9	19.5	.0048
TOTAL METRO COUNTIES	**81,159,271**	**29,232**	**18.7**	**25.2**	**18.7**	**22.0**	**2.7138**
TOTAL STATE	**84,748,947**	**28,977**	**19.1**	**25.3**	**18.6**	**21.6**	**2.8460**

MICHIGAN

MICH.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANN ARBOR	**270.2**	**.1111**	**28.3**	**19.9**	**23.3**	**17.9**	**16.6**	**98.6**	**1,879,430**	**265,881**	**194,491**	**284,846**	**119,726**	**438,939**	**63,934**
Washtenaw	270.2	.1111	28.3	19.9	23.3	17.9	16.6	98.6	1,879,430	268,881	194,491	284,846	119,726	438,939	63,934
• Ann Arbor	106.0	.0436	27.0	27.2	25.2	15.5	14.5	39.8	953,692	125,792	106,317	147,834	71,470	172,972	33,522
SUBURBAN TOTAL	164.2	.0675	29.3	15.2	22.0	19.5	18.0	58.8	925,738	143,089	88,174	137,012	48,256	265,967	30,412
BATTLE CREEK	**137.4**	**.0565**	**32.7**	**10.7**	**16.6**	**19.2**	**27.0**	**51.7**	**775,288**	**133,400**	**82,043**	**131,616**	**28,002**	**172,875**	**35,020**
Calhoun	137.4	.0565	32.7	10.7	16.6	19.2	27.0	51.7	775,288	133,400	82,043	131,616	28,002	172,875	35,020
• Battle Creek	54.2	.0223	31.7	11.5	17.4	14.9	29.4	21.9	270,200	41,764	27,379	33,469	4,620	72,332	14,090
SUBURBAN TOTAL	83.2	.0342	33.4	10.1	16.2	22.0	25.4	29.8	505,088	91,636	54,664	98,147	23,382	100,543	20,930
BENTON HARBOR	**165.7**	**.0682**	**31.9**	**10.4**	**16.4**	**18.9**	**26.0**	**61.2**	**838,233**	**149,734**	**81,630**	**139,042**	**22,909**	**170,627**	**30,797**
Berrien	165.7	.0682	31.9	10.4	16.4	18.9	26.0	61.2	838,233	149,734	81,630	139,042	22,909	170,627	30,797
• Benton Harbor	14.5	.0060	23.0	11.1	13.8	14.2	18.8	4.7	207,066	13,819	16,190	58,263	6,089	61,199	3,009
SUBURBAN TOTAL	151.2	.0622	32.7	10.3	16.7	19.4	26.7	56.5	631,167	135,915	65,440	80,779	16,820	109,428	27,788
DETROIT	**4,358.7**	**1.7923**	**31.7**	**10.9**	**17.8**	**19.5**	**24.7**	**1,590.8**	**28,365,464**	**5,091,945**	**2,700,530**	**3,245,486**	**1,497,460**	**7,225,171**	**1,454,379**
Lapeer	74.2	.0305	29.2	9.8	18.0	21.3	18.3	23.4	234,223	49,474	15,657	16,299	4,887	80,169	12,199
Livingston	110.8	.0456	30.4	9.0	18.5	23.2	18.2	35.6	378,064	78,225	30,476	58,612	11,954	99,874	17,584
Macomb	701.5	.2884	31.5	11.3	17.5	21.2	22.7	247.2	5,215,366	890,670	463,161	619,131	250,186	1,487,944	268,701
Roseville	52.9	.0218	30.6	12.6	18.6	17.5	24.4	18.9	609,907	107,714	49,096	124,585	20,275	123,823	32,654
St. Clair Shores	72.8	.0299	36.3	11.3	14.9	19.2	32.5	27.3	378,228	80,786	49,338	29,018	14,750	81,530	27,268
Sterling Heights	112.1	.0461	29.6	9.2	20.6	24.0	14.8	37.1	980,527	107,769	56,597	247,046	23,643	320,458	44,573
Warren	154.6	.0636	33.6	12.4	14.3	22.6	25.5	54.8	1,268,324	247,481	144,190	99,895	77,085	331,186	61,220
Monroe	135.2	.0556	30.2	10.5	17.2	20.2	21.5	45.5	551,106	130,220	49,966	36,134	16,694	162,157	18,992
Oakland	1,020.4	.4196	32.4	10.4	18.4	21.2	24.0	379.5	9,299,618	1,457,064	872,983	1,094,258	562,041	2,467,040	445,526
Farmington Hills	64.7	.0266	34.0	9.9	17.0	23.5	24.7	24.0	492,103	47,275	55,292	24,593	17,224	240,570	9,549
• Pontiac	71.5	.0294	27.9	13.3	18.6	16.1	20.7	25.5	576,025	77,613	46,936	122,211	23,139	136,313	24,945
Royal Oak	67.4	.0277	34.1	10.7	20.4	17.3	30.7	28.5	569,783	71,705	41,615	61,371	63,010	167,221	15,544
Southfield	74.3	.0305	37.5	9.3	17.5	19.7	33.8	30.9	1,499,846	178,761	132,625	231,912	107,731	435,517	44,160
Troy	68.5	.0282	31.8	7.7	20.5	25.9	17.6	24.8	1,220,703	116,596	85,646	243,297	70,465	387,365	44,116
St. Clair	142.0	.0584	31.4	10.3	16.3	19.1	25.1	50.0	639,382	156,892	59,023	58,650	24,157	131,160	22,018
• Port Huron	34.3	.0141	31.1	12.8	16.0	15.8	28.0	13.4	324,011	56,332	31,810	26,532	19,663	65,011	7,530
Wayne	2,174.6	.8942	31.7	11.2	17.6	17.8	26.4	809.6	12,047,705	2,329,400	1,209,264	1,362,402	627,541	2,796,827	669,359
• Dearborn	86.7	.0356	38.5	10.5	15.5	16.9	37.2	35.2	1,230,124	117,980	94,914	205,631	103,152	288,605	56,477
Dearborn Heights	62.7	.0258	35.2	11.7	14.8	20.3	30.0	22.7	302,525	95,820	60,949	8,821	24,523	15,329	21,831
• Detroit	1,078.9	.4436	31.1	11.2	17.5	16.2	27.1	410.2	4,020,124	906,369	480,843	209,935	165,356	960,191	237,839
Lincoln Park	43.2	.0178	32.9	12.0	18.0	16.7	29.5	16.7	325,258	68,838	32,030	46,340	7,172	30,147	23,218
Livonia	100.1	.0412	34.3	10.7	14.6	23.2	25.7	32.8	1,096,366	193,388	72,177	168,328	114,966	186,650	69,648
Taylor	72.9	.0300	28.2	12.3	19.2	20.5	16.5	24.3	639,430	91,944	44,247	192,987	13,459	144,262	21,256
Westland	80.9	.0333	29.9	12.8	19.3	20.7	19.5	29.2	598,556	146,133	53,593	92,305	16,249	110,870	30,275
SUBURBAN TOTAL	3,087.3	1.2696	31.9	10.7	17.8	20.9	23.5	1,106.5	22,215,180	3,933,651	2,046,027	2,681,177	1,186,150	5,775,051	1,127,588
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,628.9***	***1.9034***	***31.5***	***11.4***	***18.1***	***19.4***	***24.2***	***1,689.4***	***30,244,894***	***5,360,826***	***2,895,021***	***3,530,332***	***1,617,186***	***7,664,110***	***1,518,313***
FLINT	**441.0**	**.1814**	**30.0**	**11.8**	**17.3**	**20.1**	**21.1**	**159.6**	**2,977,633**	**477,594**	**271,589**	**532,544**	**137,203**	**780,953**	**124,599**
Genesee	441.0	.1814	30.0	11.8	17.3	20.1	21.1	159.6	2,977,633	477,594	271,589	532,544	137,203	780,953	124,599
• Flint	150.7	.0620	29.1	13.0	17.6	16.2	23.5	57.5	1,236,451	231,259	127,636	146,291	90,255	301,441	50,587
SUBURBAN TOTAL	290.3	.1194	30.4	11.1	17.2	22.1	20.0	102.1	1,741,182	246,335	143,953	386,253	46,948	479,512	74,012

MICH. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
GRAND RAPIDS	**643.5**	**.2646**	**30.3**	**12.7**	**18.0**	**18.5**	**23.0**	**231.8**	**4,238,030**	**630,095**	**383,661**	**657,777**	**276,888**	**1,081,921**	**102,429**
Kent	471.2	.1938	30.4	12.8	18.1	18.0	23.7	174.2	3,416,401	482,676	318,142	509,505	242,689	872,341	85,776
• Grand Rapids	188.7	.0776	30.6	14.4	18.0	14.4	27.7	71.7	1,255,496	152,321	141,252	94,298	119,544	375,891	43,366
Wyoming	62.8	.0258	29.8	14.0	19.9	17.4	22.2	24.4	541,268	64,946	51,826	98,468	42,146	109,281	8,971
Ottawa	172.3	.0708	29.7	12.4	17.7	19.7	20.9	57.6	821,629	147,419	65,519	148,272	34,199	209,580	16,653
• Holland	29.5	.0121	30.9	16.4	15.7	15.9	27.7	10.8	303,623	49,996	27,374	13,753	17,719	115,782	9,523
SUBURBAN TOTAL	425.3	.1749	30.0	11.7	18.3	20.4	20.5	149.3	2,678,911	427,778	215,035	549,726	139,625	590,248	49,540
JACKSON	**147.5**	**.0606**	**31.6**	**10.9**	**19.0**	**19.6**	**24.0**	**51.3**	**762,996**	**125,044**	**70,776**	**154,860**	**33,263**	**137,900**	**32,272**
Jackson	147.5	.0606	31.6	10.9	19.0	19.6	24.0	51.3	762,996	125,044	70,776	154,860	33,263	137,900	32,272
• Jackson	38.3	.0157	30.9	12.7	17.2	14.8	28.2	15.1	312,250	40,019	35,797	40,319	21,286	57,255	13,523
SUBURBAN TOTAL	109.2	.0449	31.9	10.2	19.6	21.3	22.6	36.2	450,746	85,025	34,979	114,541	11,977	80,645	18,749
KALAMAZOO	**217.8**	**.0896**	**29.9**	**16.1**	**18.9**	**18.7**	**21.7**	**80.8**	**1,552,188**	**203,752**	**162,231**	**284,700**	**118,081**	**332,951**	**42,495**
Kalamazoo	217.8	.0896	29.9	16.1	18.9	18.7	21.7	80.8	1,552,188	203,752	162,231	284,700	118,081	332,951	42,495
• Kalamazoo	77.7	.0319	27.3	24.6	18.8	13.3	22.2	28.8	625,648	77,098	82,018	17,194	36,922	185,656	21,580
SUBURBAN TOTAL	140.1	.0577	31.3	11.5	18.9	21.6	21.5	52.0	926,540	126,654	80,213	267,506	81,159	147,295	20,915
LANSING - EAST LANSING	**429.6**	**.1767**	**28.4**	**17.0**	**19.6**	**18.2**	**18.9**	**152.1**	**2,785,890**	**491,734**	**266,339**	**438,498**	**156,470**	**691,845**	**66,504**
Clinton	56.9	.0234	30.0	9.8	17.3	22.0	19.4	18.7	213,287	57,683	12,156	8,781	5,011	63,242	5,582
Eaton	94.9	.0390	30.4	11.0	18.9	21.2	20.2	34.0	595,262	97,699	48,836	148,441	18,572	125,994	8,671
Ingham	277.8	.1143	27.5	20.6	20.4	16.4	18.3	99.4	1,977,341	336,352	205,347	281,276	132,887	502,609	52,251
• East Lansing	47.3	.0194	23.0	53.9	15.8	9.3	9.3	12.1	189,019	27,188	46,212		13,716	33,793	3,677
• Lansing	130.7	.0537	28.9	14.2	22.2	15.9	20.6	51.6	1,160,494	180,194	96,793	151,159	87,331	388,581	28,473
SUBURBAN TOTAL	251.6	.1036	30.2	11.6	18.9	21.1	19.9	88.4	1,436,377	284,352	123,334	287,339	55,423	269,471	34,354
MUSKEGON	**157.2**	**.0646**	**31.5**	**11.0**	**16.5**	**18.1**	**26.1**	**56.6**	**768,685**	**152,732**	**78,783**	**146,291**	**33,334**	**158,945**	**28,395**
Muskegon	157.2	.0646	31.5	11.0	16.5	18.1	26.1	56.6	768,685	152,732	78,783	146,291	33,334	158,945	28,395
• Muskegon	39.9	.0164	31.0	13.4	17.4	13.4	29.5	15.6	264,206	48,871	25,153	33,343	12,148	63,595	12,465
SUBURBAN TOTAL	117.3	.0482	31.7	10.1	16.4	19.7	24.8	41.0	504,479	103,861	53,630	112,948	21,186	95,350	15,930
SAGINAW - BAY CITY - MIDLAND	**409.4**	**.1683**	**30.5**	**11.2**	**17.2**	**19.5**	**22.7**	**144.3**	**2,772,606**	**485,785**	**275,061**	**438,934**	**152,482**	**652,134**	**96,207**
Bay	114.6	.0471	31.2	11.3	17.1	18.9	24.6	41.3	619,398	138,587	60,704	57,053	26,050	158,261	26,368
• Bay City	39.0	.0160	32.2	12.4	16.6	15.7	29.7	15.3	288,163	48,905	24,027	28,308	11,028	80,184	11,932
Midland	75.1	.0309	30.2	11.0	18.2	21.2	20.1	26.4	388,316	82,188	39,573	28,118	12,826	89,966	20,360
• Midland	37.6	.0155	30.9	12.2	18.2	20.6	21.9	13.9	353,560	71,084	37,401	26,695	12,730	83,242	18,983
Saginaw	219.7	.0903	30.2	11.2	17.2	19.1	22.6	76.6	1,764,892	265,010	174,784	353,763	113,606	403,907	49,479
• Saginaw	73.8	.0303	29.2	12.2	17.6	14.7	25.2	27.3	418,678	68,094	42,253	36,255	13,377	124,461	19,490
SUBURBAN TOTAL	259.0	.1065	30.5	10.5	17.3	21.2	21.0	87.8	1,712,205	297,700	171,380	347,676	115,347	364,247	45,802
OTHER COUNTIES															
Alcona	10.7	.0044	41.9	7.0	10.7	17.9	40.9	4.3	21,450	3,036	1,888	608	111	10,623	318
Alger	9.0	.0037	34.2	8.5	15.4	18.5	30.2	3.2	28,131	12,528	3,596	655	624	436	899
Allegan	88.1	.0362	30.9	10.3	17.3	19.1	23.9	30.5	269,443	65,663	22,963	6,069	5,996	79,544	10,037
Alpena	31.1	.0128	32.4	10.9	14.7	19.8	26.5	11.3	162,978	35,894	10,731	20,343	7,923	34,813	5,539
Antrim	17.7	.0073	34.7	8.5	15.0	18.2	31.4	6.5	40,839	16,112	5,228	333	532	7,365	1,925
Arenac	15.5	.0063	33.8	9.2	14.4	17.4	30.8	5.7	76,141	14,048	8,737	541	3,264	28,946	881
Baraga	8.2	.0034	33.7	8.4	15.4	16.7	31.3	3.0	31,354	10,479	1,881	3,401	277	4,666	1,773
Barry	48.1	.0198	32.2	9.1	16.9	21.0	24.3	16.8	113,717	35,209	12,619	1,033	1,632	20,252	4,554
Benzie	12.0	.0049	34.7	9.2	15.2	19.2	30.3	4.5	47,206	12,232	3,295	1,647	1,712	13,043	2,003
Branch	40.8	.0167	32.6	10.5	16.2	19.4	26.7	14.6	167,754	30,730	10,895	8,876	3,773	46,150	9,171
Cass	49.9	.0205	32.7	9.2	16.4	20.0	26.3	18.2	105,513	20,541	9,245	4,027	2,324	41,654	4,189
Charlevoix	20.6	.0085	32.7	9.9	16.3	19.3	27.0	7.9	100,675	27,746	10,724	1,789	4,744	24,057	5,446
Cheboygan	21.4	.0088	34.0	8.7	15.0	18.6	29.9	8.1	125,898	32,122	15,297	7,230	2,181	25,270	3,515
Chippewa	28.7	.0118	31.9	13.9	16.3	17.5	27.4	10.0	148,279	28,442	17,616	18,955	6,259	26,973	3,613
Clare	26.4	.0109	36.2	8.7	13.4	17.9	33.6	10.2	120,166	39,156	10,016	964	3,220	25,995	6,158
Crawford	10.5	.0043	33.3	9.3	15.1	18.8	28.7	3.7	42,281	10,166	4,883	3,687	440	7,880	1,416
Delta	38.4	.0158	32.7	9.3	15.8	18.4	27.9	13.8	204,992	46,415	13,041	26,277	8,956	50,720	4,173
Dickinson	26.6	.0109	36.1	8.9	15.0	17.2	34.2	10.4	156,131	34,445	11,236	18,495	10,748	28,225	4,715
Emmet	24.6	.0101	32.4	10.3	17.5	18.6	26.9	9.1	175,229	31,930	20,642	7,582	15,369	39,033	4,577
Gladwin	22.6	.0093	35.5	8.8	13.5	17.9	32.7	8.5	69,659	24,053	6,120	2,724	3,820	15,937	1,572
Gogebic	18.6	.0076	41.2	8.3	12.4	16.0	41.0	7.4	103,686	23,328	7,359	16,027	5,584	20,762	3,211
Grand Traverse	60.1	.0247	31.0	11.3	19.7	18.9	23.2	22.1	547,916	92,111	53,221	99,006	25,419	128,592	5,689
Gratiot	39.4	.0162	31.1	11.8	15.4	18.5	25.6	13.8	215,852	52,489	16,539	25,770	5,080	52,811	6,634
Hillsdale	42.8	.0176	32.2	11.2	15.4	18.7	26.9	14.8	159,523	40,825	12,606	11,002	5,336	43,669	6,391
Houghton	37.6	.0155	31.2	20.5	12.7	14.2	31.0	13.2	149,266	42,384	10,585	14,867	4,959	27,144	5,969

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MICH. (cont.)

S&MM ESTIMATES

	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Huron	36.4	.0149	34.2	9.2	14.1	16.6	32.3	13.4	199,443	43,391	16,162	15,005	5,917	47,726	8,891
Ionia	54.2	.0223	29.0	14.0	16.9	17.8	22.0	17.1	216,199	43,079	16,493	30,326	6,525	46,728	7,298
Iosco	29.8	.0122	31.9	13.2	15.2	17.0	28.3	11.3	143,587	31,170	15,434	2,370	4,884	42,796	6,076
Iron	13.6	.0056	43.6	7.0	12.3	15.6	43.6	5.6	50,265	17,993	3,712	2,328	1,328	8,037	3,651
Isabella	55.6	.0229	24.5	28.7	15.9	14.6	17.4	17.4	242,619	43,019	23,288	19,645	10,010	53,519	7,907
Kalkaska	13.1	.0053	31.4	9.1	16.6	17.9	26.1	4.7	52,616	11,635	4,791	54	700	18,439	439
Keweenaw	2.0	.0008	46.7	6.3	12.9	15.0	47.2	.7	5,236	1,473	1,371	1,099			
Lake	8.7	.0036	42.0	6.4	11.5	16.1	41.7	3.6	18,445	6,635	3,711	770	161	1,089	554
Leelanau	15.4	.0063	34.0	8.3	17.7	19.4	28.8	5.8	46,203	20,370	5,578	377	830	1,836	1,162
Lenawee	90.2	.0371	31.3	10.6	16.9	19.0	24.8	31.2	394,856	81,080	38,919	72,361	11,095	97,053	13,415
Luce	6.4	.0026	34.6	8.6	15.3	19.0	30.4	2.1	33,546	9,950	3,414	804	284	8,194	1,758
Mackinac	10.0	.0041	34.9	8.5	14.4	18.0	31.9	3.7	68,151	20,398	10,614	927	417	5,660	1,394
Manistee	23.3	.0096	35.4	9.2	14.9	18.1	32.5	9.4	99,426	27,940	8,600	7,575	4,048	19,436	5,039
Marquette	73.1	.0301	28.5	16.8	20.1	16.7	20.2	25.0	298,690	69,065	29,711	23,081	15,791	65,277	8,525
Mason	27.3	.0112	34.7	9.5	15.4	18.1	31.5	10.4	109,331	26,936	12,143	6,719	4,457	19,636	5,658
Mecosta	39.2	.0161	24.8	28.9	13.5	14.3	21.3	12.2	184,879	48,875	21,728	16,359	5,463	37,028	5,308
Menominee	26.0	.0107	33.2	9.6	15.5	17.3	30.0	9.6	71,115	15,867	8,787	16,606	1,325	12,504	654
Missaukee	11.3	.0046	32.1	9.4	15.3	18.0	27.6	3.8	31,874	8,211	2,594	2,642	262	11,866	2,861
Montcalm	51.0	.0210	32.3	9.7	15.3	18.7	27.1	18.1	254,840	51,119	14,976	30,994	12,341	65,392	8,240
Montmorency	8.2	.0034	38.6	8.2	12.5	15.9	38.1	3.2	26,612	8,712	3,070	258	278	803	1,866
Newaygo	37.8	.0155	33.4	8.8	14.6	18.9	28.8	13.9	110,895	30,654	9,149	7,583	3,275	21,782	4,992
Oceana	23.4	.0096	32.5	9.1	15.0	19.0	27.2	8.2	60,772	21,455	6,354	2,296	881	13,658	1,646
Ogemaw	18.3	.0075	35.8	8.7	13.5	17.8	33.3	6.9	113,239	26,342	11,383	10,138	2,740	19,165	3,941
Ontonagon	9.4	.0039	36.8	6.6	13.6	20.2	32.4	3.5	40,577	11,095	2,827	1,972	286	13,031	1,256
Osceola	20.5	.0084	32.9	9.0	15.0	18.4	28.5	7.5	99,179	31,269	6,171	1,750	777	22,037	4,410
Oscoda	7.4	.0031	38.6	7.9	11.9	18.2	36.6	2.9	40,949	13,217	3,726	317	1,379	3,040	2,715
Otsego	16.3	.0067	31.6	9.2	16.3	19.6	24.9	5.7	104,240	21,032	10,705	6,567	4,696	22,047	2,757
Presque Isle	14.3	.0059	35.2	8.6	13.9	17.7	32.6	5.3	47,285	14,117	3,730	1,154	1,950	10,305	2,454
Roscommon	19.4	.0080	42.0	7.8	12.0	16.1	42.0	8.1	108,601	28,664	10,132	3,198	1,865	28,143	3,893
St. Joseph	59.0	.0243	32.0	10.0	16.8	18.6	26.4	21.6	277,949	75,723	17,081	15,249	8,577	75,942	10,745
Sanilac	41.3	.0169	33.2	9.4	14.6	17.5	29.9	14.9	137,295	40,213	7,726	5,550	5,602	33,614	6,340
Schoolcraft	8.4	.0035	34.9	8.5	14.5	17.1	32.8	3.0	34,987	8,483	3,157	1,521	1,458	7,875	1,792
Shiawassee	70.6	.0290	30.2	10.2	17.3	20.2	21.4	23.9	263,379	59,176	19,047	20,040	9,319	68,018	11,579
Tuscola	57.6	.0237	30.7	10.0	16.9	19.8	22.9	19.0	200,327	50,132	11,195	8,982	4,285	54,374	7,493
Van Buren	69.9	.0287	32.0	9.3	16.6	18.8	26.3	25.3	247,944	73,769	20,080	12,291	5,236	70,156	8,248
Wexford	27.1	.0111	33.1	9.5	15.5	18.3	28.7	10.1	150,417	30,425	15,022	9,907	6,832	38,194	5,547
TOTAL METRO COUNTIES	**7,378.0**	**3.0339**	**31.0**	**12.0**	**17.9**	**19.2**	**23.6**	**2,678.8**	**47,716,443**	**8,210,696**	**4,567,134**	**6,454,594**	**2,575,818**	**11,844,261**	**2,077,031**
TOTAL STATE	**9,222.9**	**3.7921**	**31.2**	**11.8**	**17.7**	**19.0**	**24.3**	**3,338.5**	**55,686,490**	**10,115,464**	**5,270,678**	**7,115,317**	**2,851,375**	**13,713,223**	**2,351,903**

MICH.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

			% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANN ARBOR	**3,641,123**	**27,924**	**20.2**	**26.8**	**19.3**	**18.8**	**.1216**
Washtenaw	3,641,123	27,924	20.2	26.8	19.3	18.8	.1216
• Ann Arbor	1,442,352	24,723	23.8	25.3	15.8	18.3	.0523
SUBURBAN TOTAL	2,198,771	30,003	18.0	27.7	21.6	19.2	.0693
BATTLE CREEK	**1,680,976**	**25,611**	**21.5**	**27.9**	**18.0**	**14.7**	**.0552**
Calhoun	1,680,976	25,611	21.5	27.9	18.0	14.7	.0552
• Battle Creek	610,331	20,275	24.0	25.7	13.4	11.5	.0202
SUBURBAN TOTAL	1,070,645	29,420	19.6	29.6	21.4	17.0	.0350
BENTON HARBOR	**1,893,382**	**23,557**	**23.6**	**27.6**	**17.3**	**12.3**	**.0625**
Berrien	1,893,382	23,557	23.6	27.6	17.3	12.3	.0625
• Benton Harbor	96,444	14,101	29.9	20.4	8.9	4.9	.0070
SUBURBAN TOTAL	1,796,938	24,557	23.1	28.1	18.0	13.0	.0555
DETROIT	**56,744,723**	**28,160**	**18.2**	**26.5**	**19.7**	**18.4**	**1.8864**
Lapeer	800,803	28,423	18.7	30.7	21.9	14.4	.0243
Livingston	1,420,386	33,526	15.3	27.4	24.9	22.3	.0406
Macomb	8,326,754	28,431	18.5	32.4	22.6	13.4	.3033
Roseville	556,265	24,872	21.3	36.6	17.6	8.5	.0261
St. Clair Shores	924,760	28,732	18.6	32.0	21.1	14.8	.0292
Sterling Heights	1,364,649	32,438	14.1	34.3	29.1	14.6	.0520
Warren	1,846,267	28,063	18.9	31.5	22.5	13.8	.0695
Monroe	1,958,097	36,367	15.3	22.3	23.8	28.6	.0552
Oakland	17,610,478	36,374	14.1	23.8	21.2	30.9	.5682
Farmington Hills	1,287,720	43,776	10.6	20.0	21.2	41.4	.0369
• Pontiac	780,861	23,400	19.7	26.4	16.1	13.9	.0307
Royal Oak	1,145,444	33,270	17.1	26.2	22.5	24.3	.0363
Southfield	1,506,035	37,830	14.6	22.7	19.6	34.2	.0618
Troy	1,283,623	44,536	9.0	19.4	24.6	40.5	.0520
St. Clair	1,668,668	26,810	19.9	28.0	19.9	15.0	.0527
• Port Huron	389,846	21,445	22.9	26.2	15.6	11.1	.0159
Wayne	24,959,537	23,973	20.2	26.0	17.6	13.6	.8421
• Dearborn	1,248,931	28,219	20.2	24.6	20.0	19.2	.0531
Dearborn Heights	871,818	32,159	16.1	29.0	23.6	20.9	.0259
• Detroit	10,419,490	18,251	23.4	24.4	13.2	8.8	.3451
Lincoln Park	535,870	27,292	20.9	31.5	21.3	12.4	.0192
Livonia	1,436,870	38,121	10.8	25.9	28.7	27.5	.0546
Taylor	806,201	28,625	17.4	31.8	24.1	12.3	.0325
Westland	1,006,495	29,590	16.4	33.3	23.7	14.1	.0357
SUBURBAN TOTAL	43,905,595	31,921	16.1	27.4	22.3	22.1	1.4416
DETROIT - ANN ARBOR CONSOLIDATED AREA	***60,385,846***	***28,146***	***18.3***	***26.5***	***19.7***	***18.4***	***2.0080***
FLINT	**4,918,906**	**25,346**	**19.8**	**29.6**	**19.8**	**11.6**	**.1792**
Genesee	4,918,906	25,346	19.8	29.6	19.8	11.6	.1792
• Flint	1,529,558	20,733	22.3	28.1	15.1	8.3	.0632
SUBURBAN TOTAL	3,389,348	27,839	18.3	30.7	22.4	13.4	.1160
GRAND RAPIDS	**8,148,494**	**27,833**	**20.2**	**29.8**	**19.7**	**16.0**	**.2756**
Kent	5,918,426	26,569	21.3	29.6	18.7	14.7	.2073
• Grand Rapids	2,162,257	22,171	24.7	28.4	15.1	11.3	.0773
Wyoming	786,534	26,581	21.3	33.9	20.0	11.7	.0294
Ottawa	2,230,068	31,534	17.0	30.3	22.9	19.8	.0683
• Holland	391,964	26,830	23.2	28.0	19.7	15.9	.0152
SUBURBAN TOTAL	5,594,273	30,350	17.8	30.5	22.0	18.3	.1831
JACKSON	**1,770,150**	**27,578**	**20.1**	**28.8**	**19.8**	**16.1**	**.0572**
Jackson	1,770,150	27,578	20.1	28.8	19.8	16.1	.0572
• Jackson	437,266	21,785	23.5	27.7	14.5	11.5	.0168
SUBURBAN TOTAL	1,332,884	30,120	18.7	29.2	22.0	18.1	.0404
KALAMAZOO	**2,888,094**	**27,480**	**21.0**	**27.6**	**18.9**	**17.3**	**.0979**
Kalamazoo	2,888,094	27,480	21.0	27.6	18.9	17.3	.0979
• Kalamazoo	924,250	21,444	24.9	26.4	14.5	12.2	.0346
SUBURBAN TOTAL	1,963,844	30,728	18.8	28.3	21.4	20.1	.0633
LANSING - EAST LANSING	**5,335,594**	**27,408**	**20.6**	**28.7**	**19.7**	**16.2**	**.1814**
Clinton	646,586	29,171	17.7	32.6	22.9	14.7	.0198

MICH. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Eaton	1,138,441	27,869	19.7	31.6	22.0	13.5	.0389
Ingham	3,550,567	26,782	21.5	27.0	18.3	17.4	.1227
• East Lansing	502,973	21,489	26.6	19.3	13.7	20.0	.0162
• Lansing	1,659,714	25,520	22.1	28.5	18.4	14.0	.0622
SUBURBAN TOTAL	3,172,907	28,921	19.0	30.0	21.3	17.0	.1030
MUSKEGON	**1,703,517**	**23,489**	**23.7**	**29.3**	**17.2**	**11.1**	**.0572**
Muskegon	1,703,517	23,489	23.7	29.3	17.2	11.1	.0572
• Muskegon	388,861	17,976	28.0	26.8	11.5	6.7	.0152
SUBURBAN TOTAL	1,314,656	25,857	22.1	30.4	19.3	12.7	.0420
SAGINAW - BAY CITY - MIDLAND	**4,666,805**	**26,147**	**19.4**	**28.8**	**19.2**	**13.6**	**.1681**
Bay	1,211,870	24,067	20.7	30.2	17.9	9.8	.0423
• Bay City	394,664	19,527	22.7	27.7	14.3	7.1	.0157
Midland	1,099,830	33,894	15.8	23.9	22.1	25.8	.0324
• Midland	641,040	36,896	14.7	21.0	21.8	31.3	.0210
Saginaw	2,355,105	25,152	20.0	29.8	18.9	11.5	.0934
• Saginaw	680,835	18,615	23.0	27.1	12.8	7.2	.0260
SUBURBAN TOTAL	2,950,266	28,049	18.5	30.8	21.6	14.0	.1054
OTHER COUNTIES							
Alcona	99,210	16,474	33.2	25.0	9.9	5.5	.0030
Alger	80,813	20,514	25.5	32.2	13.4	5.5	.0027
Allegan	1,081,916	28,345	20.5	28.5	21.1	16.4	.0309
Alpena	294,659	20,470	25.1	30.4	14.5	6.2	.0107
Antrim	143,932	16,643	32.1	27.6	8.8	4.0	.0048
Arenac	124,987	15,970	31.7	25.8	9.6	4.0	.0047
Baraga	65,523	15,562	28.8	26.8	9.9	2.8	.0025
Barry	528,481	25,595	22.6	31.6	18.5	11.3	.0152
Benzie	132,253	22,355	26.7	29.5	15.4	10.8	.0041
Branch	416,701	22,174	26.6	31.1	15.7	8.4	.0138
Cass	546,963	23,786	24.3	30.5	17.4	10.6	.0155
Charlevoix	177,595	16,552	30.3	26.5	10.6	3.9	.0067
Cheboygan	180,950	16,876	31.5	27.7	10.0	3.6	.0073
Chippewa	218,136	15,468	30.3	25.8	8.8	3.5	.0090
Clare	233,269	15,621	33.3	23.1	10.0	5.9	.0086
Crawford	117,110	21,129	30.7	23.6	15.5	13.4	.0037
Delta	408,063	23,208	23.1	28.1	17.3	10.7	.0142
Dickinson	253,322	18,541	26.3	29.1	12.0	5.4	.0096
Emmet	241,321	19,584	27.2	28.0	13.2	7.8	.0097
Gladwin	225,488	18,907	29.2	24.0	14.9	8.7	.0072
Gogebic	155,709	15,127	34.5	25.0	7.6	3.1	.0062
Grand Traverse	653,879	22,324	25.8	30.1	16.1	9.6	.0270
Gratiot	464,261	25,733	22.2	27.0	19.1	15.0	.0154
Hillsdale	386,553	19,892	28.1	30.2	12.7	6.8	.0132
Houghton	318,688	16,639	31.2	26.1	9.4	5.5	.0115
Huron	333,633	18,522	29.5	28.2	11.7	6.2	.0126
Ionia	554,467	25,926	21.8	29.6	19.4	12.8	.0181
Iosco	272,862	16,832	35.0	26.0	10.3	5.2	.0100
Iron	119,776	15,188	29.7	24.7	10.3	3.2	.0041
Isabella	619,868	24,855	24.3	27.9	15.8	16.9	.0200
Kalkaska	109,251	17,577	30.4	27.8	11.4	4.3	.0040
Keweenaw	13,008	13,385	33.8	21.3	6.1	2.4	.0006
Lake	60,063	11,736	31.6	17.9	5.6	1.9	.0021
Leelanau	150,989	19,687	29.3	30.7	11.8	6.7	.0047
Lenawee	965,687	24,710	23.2	31.6	19.4	10.0	.0316
Luce	51,291	18,045	31.7	27.4	12.5	4.3	.0021
Mackinac	77,845	16,178	33.1	28.1	8.3	2.6	.0035
Manistee	210,723	17,079	28.5	28.9	9.2	4.5	.0075
Marquette	750,698	23,394	24.9	29.9	17.9	8.8	.0248
Mason	266,151	19,557	27.6	30.4	12.8	5.7	.0088
Mecosta	313,284	17,193	31.6	25.5	11.3	5.7	.0122
Menominee	197,309	16,353	32.1	28.4	7.8	2.4	.0070
Missaukee	84,121	16,545	34.1	27.3	8.9	3.4	.0030
Montcalm	551,038	23,439	24.0	28.7	17.1	11.7	.0186
Montmorency	70,267	15,577	33.1	24.1	8.7	4.9	.0024
Newaygo	360,153	19,652	27.2	28.3	14.1	6.9	.0113
Oceana	233,692	21,464	25.7	29.5	14.6	9.4	.0070
Ogemaw	129,815	12,798	31.3	21.0	6.7	3.0	.0060
Ontonagon	72,582	15,588	29.4	28.2	8.2	2.4	.0029
Osceola	218,955	22,188	26.2	28.9	15.4	10.8	.0074
Oscoda	53,553	13,404	34.0	23.3	4.8	2.6	.0023
Otsego	174,882	23,103	27.6	31.2	15.8	11.2	.0063
Presque Isle	106,846	14,338	26.7	25.6	6.8	4.0	.0040
Roscommon	162,328	14,197	35.5	20.5	8.6	3.3	.0065
St. Joseph	724,115	25,959	23.7	29.8	18.1	15.3	.0226
Sanilac	366,339	18,378	30.6	28.2	11.8	5.6	.0124
Schoolcraft	80,708	19,900	28.6	27.0	15.3	7.5	.0027
Shiawassee	794,094	27,860	20.0	30.5	20.8	13.8	.0246
Tuscola	569,986	24,269	23.6	29.9	18.9	10.0	.0182
Van Buren	660,712	20,103	26.5	28.9	14.6	6.7	.0219
Wexford	239,691	17,271	32.2	26.8	9.9	5.7	.0093
TOTAL METRO COUNTIES	**93,391,764**	**27,500**	**19.2**	**27.4**	**19.5**	**17.0**	**3.1423**
TOTAL STATE	**111,664,328**	**26,056**	**20.6**	**27.7**	**18.5**	**15.3**	**3.7626**

MINNESOTA

MINN.
S&MM ESTIMATES

POPULATION—12/31/86 — RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
DULUTH	**253.9**	**.1045**	**32.6**	**12.4**	**16.8**	**16.9**	**29.0**	**96.2**	**1,515,823**	**322,851**	**145,195**	**217,175**	**58,500**	**254,348**	**45,376**
St. Louis	211.5	.0870	32.5	12.5	16.8	17.0	28.9	79.8	1,307,397	283,648	112,836	195,734	53,590	223,283	39,834
• Duluth	86.0	.0354	32.7	15.0	16.7	15.6	30.5	33.7	663,738	125,343	62,120	130,894	33,726	94,950	21,454
Douglas, Wisc.	*42.4*	*.0175*	*32.7*	*11.9*	*16.6*	*16.6*	*29.6*	*16.4*	*208,426*	*39,203*	*32,359*	*21,441*	*4,910*	*31,065*	*5,542*
• *Superior*	*27.5*	*.0113*	*32.7*	*13.7*	*16.7*	*15.2*	*31.0*	*11.3*	*184,469*	*35,294*	*25,106*	*20,307*	*4,538*	*30,800*	*5,502*
SUBURBAN TOTAL	140.4	.0578	32.5	10.5	17.0	18.0	27.7	51.2	667,616	162,214	57,769	65,974	20,236	128,598	18,420
FARGO - MOORHEAD	**150.0**	**.0616**	**28.9**	**18.4**	**19.3**	**16.5**	**21.7**	**55.1**	**1,050,224**	**162,727**	**96,420**	**135,195**	**47,143**	**295,381**	**21,334**
Clay	49.3	.0202	27.9	21.6	15.5	16.2	22.7	17.1	262,360	68,013	28,642	12,636	17,777	45,319	8,367
• Moorhead	29.4	.0121	25.4	29.4	15.0	14.2	21.4	10.1	204,727	59,142	22,600	9,715	15,408	37,405	7,523
Cass, N. D.	*100.7*	*.0414*	*29.3*	*16.8*	*21.1*	*16.7*	*21.2*	*38.0*	*787,864*	*94,714*	*67,778*	*122,559*	*29,366*	*247,262*	*12,967*
• *Fargo*	*69.3*	*.0285*	*29.1*	*20.0*	*21.1*	*15.7*	*21.8*	*27.2*	*714,030*	*80,859*	*60,212*	*120,943*	*28,175*	*230,523*	*11,865*
SUBURBAN TOTAL	51.3	.0210	30.2	10.0	19.1	19.0	21.9	17.8	131,467	22,726	13,608	4,537	3,560	27,653	1,946
MINNEAPOLIS - ST. PAUL	**2,323.3**	**.9552**	**31.0**	**12.0**	**19.9**	**19.8**	**22.1**	**875.9**	**16,837,510**	**2,969,650**	**1,542,539**	**2,537,481**	**781,824**	**4,183,006**	**411,291**
Anoka	222.3	.0914	28.2	11.0	20.3	22.8	13.4	72.5	1,078,871	170,346	92,019	228,243	29,874	260,464	24,115
Carver	41.8	.0172	29.7	11.8	18.2	20.1	20.2	14.1	134,685	31,573	12,406	2,887	3,537	35,727	3,608
Chisago	30.2	.0125	31.5	8.9	16.2	19.9	24.5	10.0	118,937	30,232	6,600	1,079	2,358	39,291	2,612
Dakota	231.2	.0951	29.2	10.5	20.1	22.4	16.0	80.3	1,359,208	239,804	106,638	226,558	55,805	314,378	32,848
Hennepin	999.8	.4110	32.1	12.6	20.8	19.2	24.8	408.1	8,689,408	1,471,821	815,292	1,332,824	496,583	2,197,829	209,971
• Bloomington	89.4	.0368	32.3	12.1	17.9	25.0	20.1	33.1	949,599	91,631	112,898	136,011	37,143	324,371	17,493
Brooklyn Park	53.0	.0218	27.0	14.3	25.7	20.1	9.4	19.6	162,078	32,250	19,600		8,026	38,449	5,216
Edina	48.9	.0201	40.6	7.9	12.4	23.3	35.5	20.0	836,618	130,163	26,027	223,463	122,525	111,429	4,492
• Minneapolis	378.1	.1555	32.5	15.2	23.0	13.9	30.3	174.7	2,587,621	459,193	339,579	398,480	154,276	397,094	101,730
St. Louis Park	44.4	.0183	34.6	11.6	20.7	18.0	31.2	19.3	435,933	112,457	44,911	75,047	24,898	65,705	13,993

MINN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Isanti	26.8	.0110	30.6	9.2	17.4	20.6	21.7	9.0	70,371	16,560	4,423	3,575	2,573	18,467	3,582
Ramsey	474.9	.1952	31.5	13.5	19.2	17.6	25.7	185.3	4,119,198	668,114	379,563	685,784	167,656	1,014,731	96,072
• St. Paul	276.5	.1136	32.1	13.9	19.6	14.8	29.5	114.7	2,178,463	390,130	233,309	407,645	72,177	383,166	57,043
Scott	52.4	.0215	29.1	10.2	18.5	21.4	17.6	16.8	230,025	47,449	22,930	11,503	2,562	66,390	5,118
Washington	129.0	.0530	29.5	9.5	19.6	23.5	15.8	42.0	565,108	190,976	59,436	25,219	11,831	95,862	17,630
Wright	67.5	.0278	29.4	9.7	17.3	19.1	21.3	21.6	274,760	70,395	23,179	2,310	5,241	80,838	9,639
St. Croix, Wisc.	*47.4*	*.0195*	*30.3*	*10.6*	*17.8*	*19.5*	*22.2*	*16.2*	*196,939*	*32,380*	*20,053*	*17,499*	*3,804*	*59,029*	*6,096*
SUBURBAN TOTAL	1,579.3	.6492	30.3	10.8	19.4	21.9	18.9	553.4	11,121,827	2,028,696	856,753	1,595,345	518,228	3,078,375	235,025
ROCHESTER	**97.9**	**.0402**	**30.6**	**12.2**	**19.0**	**20.8**	**20.9**	**36.3**	**828,042**	**143,676**	**61,934**	**134,463**	**34,729**	**216,472**	**26,145**
Olmsted	97.9	.0402	30.6	12.2	19.0	20.8	20.9	36.3	828,042	143,676	61,934	134,463	34,729	216,472	26,145
• Rochester	59.1	.0243	30.9	13.8	20.4	19.2	22.5	23.4	709,135	129,986	56,973	130,464	33,488	167,055	23,148
SUBURBAN TOTAL	38.8	.0159	30.1	9.8	17.3	23.2	18.4	12.9	118,907	13,690	4,961	3,999	1,241	49,417	2,997
ST. CLOUD	**179.1**	**.0737**	**27.6**	**15.9**	**16.8**	**16.7**	**21.0**	**56.7**	**1,443,862**	**198,835**	**82,106**	**123,711**	**38,146**	**246,683**	**24,644**
Benton	27.7	.0114	29.0	12.3	18.6	16.1	22.6	9.5	90,172	25,050	10,759	2,900	2,547	11,628	1,556
Sherburne	36.2	.0149	28.3	11.6	19.0	19.3	17.9	11.2	117,575	29,918	7,892	4,498	1,398	43,862	1,306
Stearns	115.2	.0474	27.0	18.2	15.7	16.0	21.5	36.0	1,236,115	143,867	63,455	116,313	34,201	191,193	21,782
• St. Cloud	42.9	.0176	26.7	26.6	16.6	13.3	22.9	14.7	990,674	86,908	43,122	98,559	19,227	135,580	11,752
SUBURBAN TOTAL	136.2	.0561	27.9	12.6	16.8	17.7	20.4	42.0	453,188	111,927	38,984	25,152	18,919	111,103	12,892
OTHER COUNTIES															
Aitkin	13.9	.0057	38.6	7.5	13.0	16.9	37.5	5.3	62,712	15,893	7,720	3,543	1,174	15,231	2,724
Becker	30.6	.0126	32.8	9.4	15.0	17.5	29.2	10.9	127,701	29,550	9,024	8,423	5,697	30,531	3,938
Beltrami	33.8	.0139	28.8	16.6	16.1	16.8	23.3	11.5	237,217	48,792	20,104	19,366	9,209	57,170	5,092
Big Stone	7.6	.0031	38.8	8.1	12.8	16.5	37.8	2.9	35,519	7,981	2,301	585	210	5,947	1,164
Blue Earth	52.3	.0215	28.9	20.2	17.2	15.1	24.5	18.6	400,527	75,295	32,296	45,408	20,580	103,609	15,768
Brown	28.1	.0116	33.4	11.4	14.5	16.6	31.1	10.2	176,235	41,607	15,691	15,821	8,056	42,731	5,567
Carlton	30.2	.0124	33.0	9.0	15.8	18.9	28.0	10.5	148,748	45,965	9,758	8,414	3,213	29,636	3,169
Cass	22.9	.0094	38.1	6.9	12.9	17.7	36.2	8.4	95,955	29,834	7,074	1,521	617	19,589	1,754
Chippewa	14.5	.0059	35.8	8.7	14.6	16.5	34.4	5.6	74,202	14,244	6,555	6,389	3,946	16,019	2,777
Clearwater	9.2	.0038	35.0	8.3	12.5	18.1	32.0	3.2	31,804	8,042	1,652	4,028	1,063	5,138	813
Cook	4.2	.0017	35.8	8.1	17.4	20.5	30.7	1.8	27,098	6,821	2,298	3,159	374	2,325	489
Cottonwood	14.2	.0059	36.2	8.1	14.2	16.9	34.6	5.3	86,796	17,740	4,874	5,989	5,089	24,210	2,957
Crow Wing	45.5	.0187	34.8	8.9	14.8	18.0	31.7	17.2	312,133	69,285	27,933	39,010	15,076	70,748	6,244
Dodge	15.7	.0064	31.6	9.2	16.5	18.4	26.0	5.4	33,917	10,732	3,028	2,471	320	6,067	1,019
Douglas	30.4	.0125	33.8	11.3	14.2	17.2	31.2	11.4	178,835	43,418	13,887	9,029	12,060	32,068	4,768
Faribault	18.8	.0077	37.1	8.8	13.6	16.9	35.5	7.4	95,794	[illegible]	5,568	1,654	2,372	25,093	3,531
Fillmore	21.3	.0088	36.6	8.1	13.6	17.2	34.8	7.9	129,473	[illegible]	5,048	1,453	3,211	41,774	2,644
Freeborn	35.1	.0144	34.9	9.3	14.9	18.4	31.5	13.6	242,815	46,781	17,463	20,447	11,149	76,825	8,987
Goodhue	40.3	.0166	33.9	9.1	15.5	18.2	30.1	14.6	247,411	68,278	19,702	8,698	8,015	67,405	9,034
Grant	7.2	.0030	39.5	7.4	12.8	16.6	38.8	2.7	22,109	2,965	1,379	524	509	10,213	991
Houston	19.1	.0079	33.1	9.3	15.8	17.3	29.7	6.3	57,845	23,824	4,508	925	820	7,361	1,234
Hubbard	15.4	.0063	35.7	7.7	13.9	18.5	32.4	5.6	59,061	11,775	3,457	4,555	1,349	12,964	1,930
Itasca	44.6	.0184	32.4	9.2	16.4	18.2	27.5	16.3	194,059	43,620	13,598	10,671	3,033	50,805	7,475
Jackson	13.2	.0054	34.8	10.7	14.1	16.5	33.2	4.9	53,303	7,213	4,991	1,397	1,914	19,795	1,646
Kanabec	13.4	.0055	33.4	8.8	14.1	19.0	28.7	4.9	50,649	15,153	4,927	887	1,298	11,112	1,599
Kandiyohi	38.6	.0159	32.1	12.4	16.2	16.8	28.5	14.0	246,494	44,247	18,213	26,165	14,720	67,273	5,937
Kittson	6.3	.0026	37.3	7.9	14.5	16.8	36.0	2.4	25,567	7,906	1,358	223	580	4,891	492
Koochiching	16.9	.0069	32.3	9.6	16.2	18.8	26.9	6.1	89,074	20,073	8,346	10,571	1,431	15,719	3,847
Lac qui Parle	10.1	.0042	38.1	8.5	13.1	16.2	37.3	3.8	38,531	8,153	2,965	1,320	1,962	7,561	1,041
Lake	12.2	.0050	33.4	9.6	16.2	20.9	26.5	4.4	60,141	9,077	3,834	1,043	262	28,250	1,038
Lake of the Woods	4.0	.0016	37.3	8.0	13.0	19.6	33.7	1.5	23,235	5,548	2,098	1,367	135	2,017	658
Le Sueur	24.1	.0100	32.8	9.2	14.8	18.0	28.8	8.7	88,778	16,900	11,892	2,326	3,439	20,524	4,221
Lincoln	7.9	.0032	37.9	7.5	12.0	17.1	36.5	2.9	15,761	3,628	826	240	670	4,489	728
Lyon	25.4	.0104	31.0	14.2	15.0	16.3	27.7	9.0	143,601	32,985	11,121	15,483	5,067	31,393	3,168
McLeod	30.8	.0127	32.8	9.5	16.3	18.1	28.3	11.2	200,791	41,387	15,312	19,535	6,922	57,232	4,410
Mahnomen	5.2	.0021	33.3	8.0	11.8	16.7	31.3	1.7	17,780	5,846	1,380	1,347	293	2,720	959
Marshall	12.6	.0052	33.8	8.1	14.3	17.1	31.1	4.5	23,006	4,388	2,339	406	403	9,713	622
Martin	24.8	.0102	35.0	9.5	15.2	17.1	33.0	9.7	141,865	28,182	10,787	16,257	8,311	36,884	5,136
Meeker	21.4	.0088	34.0	8.6	14.6	16.9	31.8	7.8	97,245	17,424	9,745	5,089	3,272	26,615	2,372
Mille Lacs	19.6	.0081	34.1	8.8	14.0	17.6	31.2	7.2	89,187	28,908	4,806	4,576	4,769	9,423	2,003
Morrison	30.7	.0126	31.6	9.1	13.8	16.7	28.6	10.3	142,262	37,208	10,593	3,014	4,148	26,597	6,193
Mower	39.4	.0162	36.3	9.3	13.9	16.9	34.6	15.3	235,109	43,355	21,212	18,971	10,292	59,217	9,461
Murray	10.9	.0045	34.6	8.3	13.9	16.2	33.3	4.0	48,893	7,045	2,792	3,120	1,700	10,469	6,534
Nicollet	30.1	.0124	29.4	16.6	17.1	17.5	22.9	10.0	99,726	25,193	13,120	909	2,756	31,244	2,029
Nobles	20.9	.0086	34.3	10.2	14.1	17.5	31.5	7.7	163,753	32,069	12,749	7,941	12,325	39,623	6,920
Norman	8.8	.0036	38.7	7.2	12.5	16.6	37.7	3.3	22,268	5,581	1,194	165	312	7,980	939
Otter Tail	53.9	.0222	36.7	8.8	13.8	17.6	34.5	19.8	260,489	51,633	19,085	23,098	11,725	73,039	8,644
Pennington	15.2	.0062	31.8	12.0	16.0	17.2	27.7	5.7	91,983	18,785	6,195	8,029	3,048	23,102	3,066
Pine	21.6	.0089	34.0	8.9	14.4	18.1	30.4	7.5	93,502	14,494	14,137	2,925	1,474	25,127	2,207
Pipestone	11.0	.0045	36.0	9.9	12.9	16.1	35.0	4.3	59,769	13,829	3,859	2,499	3,446	12,364	2,357
Polk	34.0	.0140	33.2	11.1	14.5	16.6	30.8	12.5	176,293	46,757	20,513	3,698	5,773	41,832	5,627
Pope	11.8	.0049	37.6	8.2	13.3	16.4	36.6	4.6	43,686	10,355	4,884	716	552	11,807	2,089
Red Lake	5.2	.0022	32.8	9.5	12.9	17.1	30.1	1.8	13,852	2,450	979	598	681	6,192	196
Redwood	18.5	.0076	35.5	8.7	13.7	16.7	33.9	6.7	81,587	16,858	6,834	3,600	5,728	22,660	2,081
Renville	19.7	.0081	35.5	9.0	13.7	16.3	34.3	7.4	82,035	18,258	4,947	1,303	1,826	24,392	2,069
Rice	48.1	.0198	29.6	16.5	15.4	17.9	23.8	15.9	240,542	56,641	24,756	14,510	10,504	54,649	8,535
Rock	10.6	.0043	34.4	9.1	14.2	16.4	32.7	3.9	66,457	14,463	4,296	3,098	1,752	25,826	1,339
Roseau	13.4	.0055	33.1	9.4	14.5	17.4	29.8	4.7	62,241	14,716	2,617	2,173	3,643	22,946	2,412
Sibley	15.1	.0062	35.3	8.9	13.3	17.9	32.4	5.5	47,583	13,497	3,400	2,233	1,684	13,520	1,152
Steele	30.9	.0127	31.6	11.2	17.0	17.7	26.5	11.0	191,656	31,343	13,655	12,420	12,563	55,578	7,253
Stevens	10.8	.0044	30.4	17.9	13.6	15.1	28.7	3.7	65,526	13,677	6,118	2,910	3,140	22,510	4,433
Swift	12.7	.0053	35.5	8.7	13.3	15.8	34.9	4.7	58,723	13,227	3,722	3,173	549	8,518	3,024

MINN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Todd	26.3	.0108	33.4	8.7	13.6	17.1	30.8	9.4	80,962	20,402	4,339	3,258	1,343	23,278	2,980
Traverse	5.3	.0021	40.3	7.5	11.2	17.4	38.6	1.8	24,514	5,311	1,089	914	641	8,826	1,272
Wabasha	20.1	.0083	33.1	9.1	15.8	16.9	30.1	7.4	81,636	14,281	5,426	1,537	2,486	36,307	3,648
Wadena	14.3	.0059	34.5	9.0	12.7	17.4	32.0	5.0	73,056	20,129	3,949	5,098	2,550	11,499	3,024
Waseca	19.0	.0078	31.5	11.7	16.4	16.0	28.2	6.8	69,083	22,403	4,462	3,821	4,001	12,242	3,423
Watonwan	12.1	.0050	36.5	9.2	14.1	17.4	34.3	4.8	51,823	10,998	3,299	3,232	1,657	21,092	1,103
Wilkin	8.2	.0034	33.8	10.2	14.0	17.0	31.2	2.8	38,723	8,265	5,019	405	1,306	10,058	1,713
Winona	46.3	.0190	30.4	17.4	15.5	16.1	26.7	16.1	263,225	65,709	27,546	23,990	10,026	55,851	6,842
Yellow Medicine	12.7	.0052	36.4	10.7	12.7	16.5	35.1	4.6	• 47,950	12,720	3,632	1,012	2,902	7,594	2,830
TOTAL METRO COUNTIES	**2,813.7**	**1.1568**	**30.8**	**12.4**	**19.4**	**19.5**	**22.4**	**1,049.6**	**20,482,232**	**3,631,442**	**1,808,004**	**2,986,526**	**922,262**	**4,858,734**	**504,185**
TOTAL STATE	**4,292.7**	**1.7650**	**31.6**	**11.8**	**17.8**	**18.7**	**25.2**	**1,585.9**	**28,044,113**	**5,327,096**	**2,418,280**	**3,481,211**	**1,221,387**	**6,773,743**	**755,526**

MINN.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
DULUTH	**2,862,192**	**23,815**	**22.0**	**29.6**	**18.1**	**9.6**	**.0998**
St. Louis	2,393,548	24,217	21.5	29.6	18.5	9.7	.0842
• Duluth	980,805	21,268	24.8	27.6	15.7	9.5	.0370
Douglas, Wisc.	*468,644*	*22,191*	*24.6*	*28.7*	*16.3*	*9.5*	*.0156*
• *Superior*	*321,688*	*21,313*	*25.2*	*26.7*	*15.9*	*10.0*	*.0114*
SUBURBAN TOTAL	1,559,699	26,339	19.5	31.4	20.3	9.6	.0514
FARGO - MOORHEAD	**1,834,762**	**24,985**	**22.8**	**28.8**	**18.2**	**13.1**	**.0644**
Clay	505,402	22,159	25.1	30.5	15.5	9.1	.0179
• Moorhead	306,777	21,904	25.5	29.5	15.4	9.6	.0117
Cass, N. D.	*1,329,360*	*26,471*	*21.7*	*28.1*	*19.5*	*14.9*	*.0465*
• *Fargo*	*946,560*	*25,669*	*22.5*	*27.1*	*19.0*	*14.6*	*.0361*
SUBURBAN TOTAL	581,425	25,925	21.5	31.1	18.7	12.9	.0166
MINNEAPOLIS - ST. PAUL	**33,984,285**	**30,927**	**18.2**	**26.8**	**21.4**	**21.1**	**1.1032**
Anoka	2,823,990	33,717	13.6	31.8	28.9	17.9	.0874
Carver	555,002	31,212	16.8	28.0	22.3	21.0	.0155
Chisago	301,312	25,208	21.4	32.6	19.3	8.6	.0100
Dakota	3,346,833	34,901	15.2	26.9	25.3	24.5	.1028
Hennepin	15,950,609	30,127	19.1	25.4	19.8	22.0	.5263
• Bloomington	1,552,258	39,017	11.9	25.5	24.2	32.8	.0527
Brooklyn Park	752,777	33,656	14.8	29.5	28.5	18.6	.0203
Edina	1,141,940	43,721	13.3	20.4	17.0	42.7	.0402
• Minneapolis	5,365,386	21,804	24.7	26.2	15.0	12.8	.1737
St. Louis Park	787,807	31,921	19.0	27.1	21.4	23.1	.0257
Isanti	264,224	23,886	23.2	33.2	17.4	8.7	.0082
Ramsey	6,852,206	28,629	20.2	26.8	19.7	19.2	.2377
• St. Paul	3,765,028	24,237	23.3	27.4	16.9	14.4	1302
Scott	607,482	30,114	18.6	30.7	23.5	15.7	.0192
Washington	2,056,064	41,429	10.7	20.4	26.9	35.4	.0566
Wright	670,922	25,374	21.7	33.7	18.7	10.1	.0223
St. Croix, Wisc.	*555,641*	*28,143*	*19.2*	*30.2*	*21.0*	*14.7*	*.0172*
SUBURBAN TOTAL	23,301,613	34,276	15.4	27.0	24.2	24.4	.7466
ROCHESTER	**1,342,665**	**29,767**	**19.6**	**28.1**	**21.9**	**18.3**	**.0474**
Olmsted	1,342,665	29,767	19.6	28.1	21.9	18.3	.0474
• Rochester	855,598	29,199	20.5	27.0	21.9	17.8	.0336
SUBURBAN TOTAL	487,067	30,568	18.2	29.9	21.8	19.1	.0138
ST. CLOUD	**1,731,977**	**23,369**	**24.2**	**31.7**	**16.3**	**9.9**	**.0733**
Benton	276,532	23,029	23.8	31.5	16.7	9.0	.0088
Sherburne	375,486	27,800	18.8	33.5	21.7	12.4	.0117
Stearns	1,079,959	22,085	26.0	31.2	14.6	9.4	.0528
• St. Cloud	440,324	21,311	26.0	29.2	15.2	8.6	.0310
SUBURBAN TOTAL	1,291,653	24,109	23.6	32.6	16.7	10.4	.0423
OTHER COUNTIES							
Aitkin	93,599	13,182	33.3	22.3	5.7	1.4	.0041
Becker	236,943	15,759	32.6	25.4	7.8	4.7	.0092
Beltrami	292,749	17,684	28.2	25.8	11.6	6.9	.0124
Big Stone	71,894	18,423	28.8	29.1	9.4	7.4	.0025
Blue Earth	534,560	20,881	27.9	30.1	13.8	8.3	.0214
Brown	274,370	20,554	26.6	31.6	12.5	7.4	.0106
Carlton	320,217	24,982	21.5	30.6	18.6	11.1	.0108
Cass	173,280	14,822	33.4	23.8	7.6	3.5	.0068
Chippewa	144,358	19,125	28.3	28.7	12.0	7.1	.0050
Clearwater	59,115	12,966	30.1	22.5	6.5	2.2	.0024
Cook	42,655	17,756	28.5	26.0	13.1	4.8	.0016
Cottonwood	131,177	18,082	30.0	27.1	10.2	7.3	.0052
Crow Wing	423,803	18,227	28.2	27.7	11.6	6.3	.0171
Dodge	149,638	22,436	24.3	32.9	15.6	7.6	.0045
Douglas	273,740	17,806	29.0	28.3	10.3	5.6	.0107

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Faribault	164,467	16,536	32.0	27.5	8.6	4.3	.0062
Fillmore	166,384	15,547	30.7	26.4	7.4	4.1	.0072
Freeborn	333,713	19,391	27.2	31.7	11.9	4.9	.0134
Goodhue	441,047	23,800	23.1	30.4	17.0	10.8	.0157
Grant	72,182	19,067	28.9	28.1	11.1	8.7	.0023
Houston	165,855	20,429	27.1	30.4	13.5	7.2	.0055
Hubbard	126,254	16,195	32.0	25.7	8.9	5.0	.0045
Itasca	416,377	20,855	25.0	32.6	13.6	5.6	.0145
Jackson	125,260	19,405	28.0	29.4	11.7	7.5	.0043
Kanabec	116,690	17,970	29.7	27.8	11.7	5.0	.0041
Kandiyohi	381,076	19,927	28.8	29.4	12.4	8.0	.0146
Kittson	60,142	18,672	28.2	27.7	12.1	6.8	.0021
Koochiching	161,142	21,722	23.1	31.5	15.8	6.3	.0059
Lac qui Parle	83,604	16,143	31.1	25.7	8.7	4.6	.0030
Lake	124,465	23,136	24.3	38.5	12.3	7.9	.0043
Lake of the Woods	29,126	14,831	35.0	26.0	5.9	2.0	.0012
Le Sueur	218,168	19,557	27.0	30.8	12.1	6.0	.0075
Lincoln	55,900	13,425	33.3	19.3	7.2	3.5	.0020
Lyon	233,141	19,338	27.8	29.5	12.2	6.6	.0089
McLeod	300,772	21,689	25.6	33.0	14.7	6.6	.0116
Mahnomen	34,526	14,621	33.7	22.5	8.5	3.4	.0013
Marshall	91,985	15,338	32.1	24.9	8.0	3.7	.0031
Martin	297,996	22,954	25.6	30.5	15.1	11.7	.0099
Meeker	210,933	19,948	26.6	27.6	14.1	8.2	.0074
Mille Lacs	169,406	17,498	29.2	28.2	10.0	5.3	.0062
Morrison	234,170	16,710	28.7	26.8	9.5	5.1	.0093
Mower	393,198	19,628	26.0	28.0	14.0	7.1	.0145
Murray	89,610	16,921	32.1	27.0	8.5	5.1	.0034
Nicollet	346,143	26,418	21.8	29.3	19.3	14.3	.0104
Nobles	172,380	16,553	31.4	26.4	9.4	4.9	.0079
Norman	81,489	18,000	28.7	27.1	9.9	7.5	.0026
Otter Tail	458,366	16,702	29.8	26.9	9.3	5.0	.0174
Pennington	117,425	15,429	33.4	24.9	8.3	3.1	.0051
Pine	154,265	15,222	30.4	26.3	8.1	2.8	.0063
Pipestone	82,549	13,651	31.8	21.1	6.2	4.0	.0034
Polk	302,884	17,988	27.4	28.0	11.1	6.0	.0115
Pope	93,759	14,605	31.4	24.4	6.8	4.3	.0034
Red Lake	34,781	14,140	30.0	23.0	8.8	2.1	.0013
Redwood	157,116	16,995	30.5	26.8	9.5	5.3	.0058
Renville	181,548	19,163	28.5	31.2	10.8	5.7	.0064
Rice	474,423	22,468	25.3	31.0	16.4	8.3	.0167
Rock	82,444	15,776	32.3	28.2	6.3	4.0	.0037
Roseau	104,547	17,380	29.5	28.5	9.7	4.2	.0040
Sibley	140,713	19,541	28.1	30.3	12.3	6.2	.0044
Steele	327,764	23,700	23.8	33.8	16.3	9.0	.0119
Stevens	85,693	16,333	30.5	26.6	8.3	5.2	.0037
Swift	107,301	16,701	29.7	26.5	8.3	6.1	.0041
Todd	196,332	15,144	30.8	24.4	7.7	4.4	.0070
Traverse	47,809	18,896	29.6	27.2	11.1	8.9	.0017
Wabasha	197,398	20,394	25.9	30.0	13.1	7.9	.0067
Wadena	115,024	16,206	29.6	23.0	11.8	5.2	.0046
Waseca	201,115	22,987	23.8	30.3	16.9	10.0	.0063
Watonwan	107,448	17,537	30.3	29.6	8.4	4.8	.0038
Wilkin	81,689	22,569	26.4	31.4	14.4	10.0	.0028
Winona	490,664	22,420	25.1	29.7	15.2	10.6	.0175
Yellow Medicine	131,797	21,312	25.4	28.5	13.9	10.6	.0042
TOTAL METRO COUNTIES	**39,402,236**	**29,766**	**18.9**	**27.3**	**20.9**	**19.4**	**1.3088**
TOTAL STATE	**52,996,789**	**25,470**	**22.0**	**27.7**	**17.8**	**15.1**	**1.8116**

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MISS. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BILOXI - GULFPORT	**202.3**	**.0832**	**29.9**	**13.1**	**16.7**	**18.6**	**22.8**	**72.4**	**1,136,987**	**218,158**	**134,853**	**174,912**	**46,503**	**297,183**	**46,707**
Hancock	31.2	.0128	32.7	9.1	14.4	18.7	28.0	11.1	118,900	38,396	8,707	13,854	3,141	28,269	3,582
Harrison	171.1	.0704	29.4	13.8	17.3	18.6	21.8	61.3	1,018,087	179,762	126,146	161,058	43,362	268,914	43,125
• Biloxi	50.9	.0209	27.4	20.1	17.8	15.6	20.9	18.0	351,275	49,542	57,435	96,338	15,829	50,601	16,363
• Gulfport	41.7	.0171	33.1	11.3	16.6	18.1	28.8	16.8	470,279	79,548	52,289	41,384	24,789	169,178	19,676
SUBURBAN TOTAL	109.7	.0452	29.8	10.6	16.6	20.2	21.2	37.6	315,433	89,068	25,129	37,190	5,885	77,404	10,668
JACKSON	**403.9**	**.1660**	**29.7**	**12.5**	**18.4**	**18.3**	**21.9**	**143.0**	**2,260,168**	**434,798**	**178,095**	**337,750**	**109,615**	**569,186**	**89,781**
Hinds	268.9	.1105	29.7	13.6	18.5	17.5	22.6	97.8	1,896,145	329,436	152,211	303,941	86,472	504,407	76,434
• Jackson	216.4	.0890	29.8	13.5	19.2	17.1	22.9	80.4	1,750,469	285,148	143,926	280,973	87,129	473,472	67,375
Madison	52.3	.0215	28.4	11.7	17.5	16.1	22.3	17.1	136,498	38,771	9,335	8,751	5,505	36,717	3,434
Rankin	82.7	.0340	30.6	9.6	18.9	22.2	19.4	28.1	227,525	66,591	16,549	25,058	17,638	28,062	9,913
SUBURBAN TOTAL	187.5	.0770	29.6	11.4	17.6	19.7	20.8	62.6	509,699	149,650	34,169	56,777	22,486	95,714	22,406
PASCAGOULA	**128.1**	**.0527**	**28.8**	**11.3**	**17.9**	**21.1**	**17.9**	**43.7**	**620,468**	**170,505**	**55,598**	**104,845**	**20,557**	**126,704**	**20,849**
Jackson	128.1	.0527	28.8	11.3	17.9	21.1	17.9	43.7	620,468	170,505	55,598	104,845	20,557	126,704	20,849
• Pascagoula	31.2	.0128	29.3	13.8	18.5	19.6	19.9	11.4	315,516	69,290	27,424	36,146	12,982	98,055	9,407
SUBURBAN TOTAL	96.9	.0399	28.7	10.5	17.6	21.5	17.4	32.3	304,952	101,215	28,174	68,697	7,575	28,649	11,442
OTHER COUNTIES															
Adams	39.1	.0161	31.4	10.8	15.3	18.0	26.5	13.8	307,277	50,894	19,125	51,865	12,624	95,133	12,899
Alcorn	34.1	.0140	33.2	9.3	16.3	20.3	26.8	13.1	188,450	41,471	15,456	21,477	6,441	42,254	8,054
Amite	13.4	.0055	32.6	9.5	12.9	16.3	30.6	4.6	28,337	9,602	1,417	1,475	846	7,211	803
Attala	19.8	.0082	35.0	8.7	12.9	17.1	32.9	7.1	69,884	14,020	3,714	11,338	5,451	12,567	4,092
Benton	8.6	.0035	31.4	10.5	12.8	16.4	29.0	2.7	8,406	3,919	757	217	541	1,273	215
Bolivar	45.2	.0186	26.6	12.6	14.1	13.7	24.4	14.3	171,551	40,634	8,793	19,708	8,808	39,020	7,693
Calhoun	15.6	.0064	33.6	9.8	14.3	17.5	30.5	5.7	40,829	12,428	1,723	4,130	1,960	8,406	1,259
Carroll	10.0	.0041	33.0	9.6	13.3	17.5	29.8	3.4	13,855	4,138	243		532	658	309
Chickasaw	18.2	.0075	31.4	9.9	15.2	17.6	26.9	6.2	82,038	19,850	2,621	7,778	12,491	20,665	3,517
Choctaw	9.2	.0038	32.7	9.3	14.0	17.6	29.1	3.1	16,787	5,476	613	1,297	793	3,723	1,062
Claiborne	12.6	.0051	26.0	20.4	13.4	13.6	24.3	3.7	20,921	7,956	915	1,224	800	1,941	1,045
Clarke	17.6	.0073	32.6	9.5	14.6	17.5	29.0	6.3	56,537	17,286	1,262	5,044	3,289	8,640	2,385
Clay	21.8	.0089	29.6	11.9	15.7	16.4	25.1	7.3	73,081	24,698	3,549	10,878	2,958	15,098	3,330
Coahoma	36.0	.0148	28.7	10.5	13.3	15.0	26.6	12.1	188,513	53,346	10,104	18,847	7,175	44,464	6,004
Copiah	27.4	.0113	31.0	12.1	13.8	16.2	28.3	9.2	75,657	19,564	3,077	7,097	3,159	21,076	4,749
Covington	16.8	.0069	31.9	9.8	13.6	18.2	27.6	5.8	44,602	10,607	1,055	2,693	1,383	12,330	2,505
☐ De Soto	63.6	.0262	29.8	9.2	17.1	23.2	17.8	20.9	189,646	69,483	10,909	15,815	3,696	41,379	5,610
Forrest	69.6	.0286	29.2	17.2	16.4	16.2	24.3	25.6	584,991	116,964	52,554	89,733	35,611	133,875	21,148
Hattiesburg	42.1	.0173	28.0	21.9	16.3	13.8	24.8	15.8	525,285	94,417	48,407	79,463	33,142	124,476	16,476
Franklin	8.6	.0035	33.9	9.7	13.5	17.0	31.5	3.2	11,653	3,000	178	496	801	3,088	1,318
George	16.5	.0068	30.2	9.5	15.3	19.5	23.2	5.4	51,392	17,654	2,942	7,796	856	11,936	1,545
Greene	10.3	.0042	30.3	9.9	14.6	18.2	25.0	3.3	10,541	2,885	346	308	777	2,761	1,212
Grenada	21.0	.0087	31.4	10.2	15.1	17.6	27.0	7.4	154,083	24,655	7,962	19,129	3,681	66,015	3,525
Holmes	23.1	.0095	28.8	11.5	11.7	13.5	29.2	7.5	85,059	41,766	1,879	3,461	1,681	13,934	3,771
Humphreys	13.8	.0057	27.6	10.6	12.1	14.6	26.5	4.5	52,072	18,458	2,187	2,783	3,549	9,703	1,821
Issaquena	2.4	.0010	27.6	11.7	13.8	17.0	22.8	.8	731	731					
Itawamba	21.5	.0088	34.1	10.1	14.9	19.8	28.9	7.8	49,954	11,920	2,211	7,003	1,765	15,720	1,697
Jasper	17.7	.0073	31.5	9.9	14.3	16.9	28.1	6.1	41,801	10,641	1,892	2,339	1,049	13,297	1,880
Jefferson	9.3	.0038	28.4	11.5	13.7	14.8	26.2	3.0	10,081	2,902	252	730	144	2,316	766
Jefferson Davis	14.3	.0059	30.4	9.4	14.2	16.0	27.5	4.6	30,458	9,257	1,276	3,751	445	6,552	475
Jones	63.0	.0259	32.8	10.8	15.8	18.6	27.9	22.9	362,495	69,133	25,820	52,191	25,766	88,450	17,309
Kemper	10.1	.0041	31.6	10.0	13.9	15.3	29.8	3.5	18,424	5,765	676	1,283	528	2,659	519
Lafayette	31.2	.0129	28.3	21.7	16.3	16.8	22.2	11.5	112,506	28,032	9,612	11,367	4,418	21,772	3,859
Lamar	27.7	.0113	29.5	11.5	17.4	19.8	20.7	9.5	47,787	16,530	1,165	7,773	339	8,738	2,750
Lauderdale	80.8	.0333	31.6	11.7	16.3	17.5	26.9	29.8	498,436	89,700	40,843	76,569	25,600	124,317	24,821
Meridian	48.1	.0198	33.6	9.9	15.8	16.7	31.1	19.0	454,837	80,163	35,293	74,643	24,181	120,724	23,998
Lawrence	12.9	.0053	31.2	10.3	14.2	18.3	26.3	4.4	33,540	9,417	1,119	593	1,723	11,683	2,381
Leake	19.0	.0078	33.9	9.2	13.8	17.3	31.2	6.8	61,751	13,883	2,199	12,497	2,491	14,361	3,388
Lee	64.3	.0264	31.7	10.1	17.1	20.2	24.2	23.8	554,150	97,340	28,387	81,369	22,921	149,682	17,156
Leflore	41.4	.0170	28.1	13.8	13.8	14.8	25.7	13.6	210,286	48,589	20,150	28,826	14,084	44,736	6,973
Lincoln	31.6	.0130	32.0	9.7	15.3	17.3	28.0	11.2	174,715	35,977	7,718	23,951	6,163	44,018	11,388
Lowndes	61.4	.0253	28.7	13.7	17.5	18.1	20.9	21.4	381,046	92,919	25,251	46,486	23,604	71,423	13,553
Marion	26.6	.0109	31.6	10.1	14.5	17.1	28.0	9.2	110,997	37,400	5,406	13,096	4,526	18,452	5,003

Biloxi-Gulfport-Pascagoula

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S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Marshall	33.2	.0137	28.5	12.2	14.1	17.3	23.6	10.2	63,909	18,042	2,973	9,450	1,185	12,937	2,282
Monroe	36.6	.0150	32.0	9.6	15.1	18.3	27.2	12.8	122,160	30,507	5,686	16,463	4,802	33,678	6,718
Montgomery	13.1	.0054	35.1	9.1	12.5	16.9	33.2	4.5	41,063	12,875	1,430	7,465	1,659	6,894	1,916
Neshoba	24.9	.0102	32.4	9.1	15.0	17.2	29.0	9.0	97,086	26,634	3,905	16,414	1,755	19,465	3,349
Newton	20.5	.0085	34.5	10.4	13.6	17.3	32.0	7.5	67,101	20,178	2,300	4,820	1,642	21,925	1,567
Noxubee	12.7	.0052	29.2	10.9	12.9	15.1	27.4	4.1	29,227	11,911	221	2,471	1,989	4,454	2,595
Oktibbeha	37.7	.0155	24.6	26.6	15.5	14.9	18.0	12.2	142,665	33,448	2,370	15,592	7,590	30,788	4,301
Panola	29.2	.0120	30.6	10.0	13.6	16.0	28.0	9.8	103,252	26,999	4,806	13,384	3,521	28,943	5,163
Pearl River	38.8	.0160	31.2	10.1	15.2	20.3	24.0	13.4	139,843	30,396	9,604	14,841	7,535	39,013	10,507
Perry	10.3	.0042	30.2	10.1	14.7	19.2	23.8	3.5	26,588	15,020	450	3,296	682	2,098	942
Pike	38.5	.0158	31.8	9.9	14.5	16.9	28.5	13.6	205,294	39,197	20,370	22,269	13,522	46,741	12,010
Pontotoc	22.8	.0094	33.3	9.5	15.3	18.1	29.3	8.2	54,951	21,697	2,720	7,175	2,198	5,805	1,842
Prentiss	25.5	.0105	33.2	10.6	15.0	19.0	28.2	9.1	69,173	20,182	3,893	6,716	2,148	20,129	3,226
Quitman	11.8	.0048	29.5	9.6	12.9	14.5	28.4	4.0	43,783	15,812	1,403	6,438	1,383	6,756	1,733
Scott	26.1	.0108	31.3	9.9	15.0	18.1	26.3	9.3	101,417	26,667	4,920	11,627	4,416	25,235	4,593
Sharkey	7.8	.0032	27.2	10.6	14.3	14.5	24.3	2.3	22,517	8,578	984	2,051	217	4,026	598
Simpson	25.0	.0102	31.9	9.5	15.2	17.8	27.4	8.5	80,985	21,661	4,323	10,324	1,915	22,304	4,693
Smith	16.2	.0067	32.6	9.5	14.8	18.4	28.0	5.6	33,981	10,298	569	1,281	569	10,631	847
Stone	10.3	.0042	30.2	13.9	14.9	17.8	25.1	3.4	35,140	7,557	2,091	1,278	536	10,164	1,719
Sunflower	36.8	.0152	28.1	12.9	16.3	14.7	24.1	10.6	108,642	29,056	5,526	14,913	2,318	27,103	4,455
Tallahatchie	16.3	.0067	29.7	9.8	12.4	15.5	27.8	5.4	36,177	11,546	1,311	4,083	1,309	7,957	2,844
Tate	21.5	.0088	29.3	14.0	14.4	17.6	24.1	6.8	112,436	34,962	9,226	11,576	1,182	29,095	1,860
Tippah	19.9	.0082	33.6	9.9	14.2	18.3	29.7	7.2	78,904	21,287	2,793	10,008	3,550	20,594	2,455
Tishomingo	18.8	.0077	34.8	9.3	15.9	20.1	29.5	7.2	55,289	20,458	1,547	8,370	4,220	7,283	2,081
Tunica	9.2	.0038	26.2	10.1	12.6	12.5	26.5	3.0	32,729	5,741	1,985	5,163	1,030	8,712	2,003
Union	23.3	.0096	34.0	8.9	15.6	18.2	30.3	8.9	79,072	15,647	5,896	12,565	3,888	13,060	3,241
Walthall	13.9	.0057	31.6	9.4	13.4	17.2	28.3	4.7	30,663	5,629	1,370	3,691	925	9,819	1,276
Warren	53.4	.0220	30.5	10.4	16.8	18.1	24.3	19.0	262,678	68,711	23,680	38,697	9,821	55,952	11,755
Washington	71.7	.0294	28.4	10.3	15.3	15.9	24.1	23.6	366,936	72,422	21,396	67,428	19,131	86,744	12,060
Greenville	40.1	.0165	29.3	10.2	14.9	15.7	25.9	13.5	315,830	56,456	20,347	65,383	15,898	77,795	9,924
Wayne	20.7	.0086	29.6	11.1	15.5	18.1	23.5	6.8	64,648	18,908	2,887	5,702	5,074	10,816	3,038
Webster	10.2	.0042	36.5	9.4	12.7	18.1	33.8	3.7	26,745	6,766	988	2,296	1,300	7,659	1,346
Wilkinson	10.1	.0041	32.3	10.4	13.8	15.8	30.5	3.4	21,285	8,248	742	2,908	875	3,345	1,045
Winston	19.5	.0080	32.9	8.9	14.5	17.0	30.1	6.8	56,951	12,986	1,798	6,977	3,738	15,742	3,670
Yalobusha	13.4	.0055	33.8	9.9	13.8	15.7	32.6	4.9	65,825	37,003	2,697	4,624	2,501	6,484	1,408
Yazoo	27.3	.0113	31.1	10.0	13.6	16.0	28.7	9.4	102,545	31,020	4,342	9,427	4,228	20,755	4,876
TOTAL METRO COUNTIES	**797.9**	**.3281**	**29.6**	**12.2**	**17.8**	**19.3**	**21.1**	**280.0**	**4,207,269**	**892,944**	**379,455**	**633,322**	**180,371**	**1,034,452**	**162,947**
TOTAL STATE	**2,668.4**	**1.0972**	**30.4**	**11.7**	**15.8**	**17.8**	**24.9**	**927.6**	**12,224,603**	**2,832,400**	**869,106**	**1,673,703**	**556,498**	**2,931,505**	**501,140**

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BILOXI - GULFPORT	**1,961,457**	**19,007**	**28.7**	**26.0**	**12.5**	**9.0**	**.0727**
Hancock	265,485	17,016	30.3	24.1	10.7	7.1	.0095
Harrison	1,695,972	19,397	28.6	26.2	12.8	9.4	.0632
• Biloxi	503,082	17,898	32.0	25.2	10.5	8.2	.0198
• Gulfport	451,181	18,424	28.7	24.8	11.7	9.5	.0206
SUBURBAN TOTAL	1,007,194	19,922	27.2	26.8	13.8	9.2	.0323
JACKSON	**4,253,019**	**21,606**	**24.6**	**25.8**	**14.7**	**12.9**	**.1507**
Hinds	2,907,721	21,050	25.2	25.7	13.8	12.8	.1094
• Jackson	2,380,403	20,811	25.9	26.1	13.4	12.4	.0933
Madison	436,979	17,444	26.3	22.0	12.4	10.2	.0145
Rankin	908,319	26,637	21.7	28.4	19.2	14.9	.0268
SUBURBAN TOTAL	1,872,616	22,801	22.9	25.5	16.4	13.5	.0574
PASCAGOULA	**1,366,837**	**25,614**	**22.0**	**30.9**	**18.9**	**12.6**	**.0461**
Jackson	1,366,837	25,614	22.0	30.9	18.9	12.6	.0461
• Pascagoula	362,714	23,773	24.4	28.9	16.9	12.8	.0151
SUBURBAN TOTAL	1,004,123	26,224	21.1	31.7	19.6	12.5	.0310
OTHER COUNTIES							
Adams	325,237	15,784	24.4	22.4	11.2	8.1	.0150
Alcorn	309,914	16,856	28.0	24.7	10.3	6.8	.0118
Amite	107,258	15,736	26.1	20.9	11.6	7.9	.0035
Attala	133,848	13,379	28.5	22.5	6.2	3.9	.0053
Benton	59,561	16,753	29.5	25.7	8.6	6.4	.0019
Bolivar	285,961	12,590	26.2	18.0	6.7	7.0	.0119
Calhoun	102,854	13,316	31.2	21.3	7.3	2.3	.0039
Carroll	66,227	13,962	28.3	21.7	8.2	4.4	.0022
Chickasaw	119.670	14,543	30.4	25.7	6.3	3.2	.0051
Choctaw	56,318	13,092	30.3	20.9	6.2	3.1	.0022
Claiborne	74,627	12,495	22.1	17.1	10.6	6.3	.0026
Clarke	134,018	16,340	25.2	27.2	9.6	4.7	.0048
Clay	170,742	17,973	25.7	27.6	11.0	6.1	.0061
Coahoma	228,104	12,091	26.0	18.2	7.9	4.7	.0107

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Copiah	193,971	14,021	28.5	21.9	7.5	5.7	.0070
Covington	121,677	14,036	29.0	20.9	8.2	6.0	.0044
☐ De Soto	619,993	25,959	21.1	30.1	20.2	10.7	.0195
Forrest	624,203	16,818	26.8	23.9	10.9	8.2	.0280
Hattiesburg	388,806	15,830	26.7	21.9	10.0	8.9	.0207
Franklin	66,518	14,711	24.1	21.5	12.3	4.8	.0021
George	144,415	21,486	22.7	29.7	13.7	9.5	.0048
Greene	68,734	15,815	26.5	25.9	11.2	3.5	.0022
Grenada	177,856	17,955	24.8	26.5	11.2	7.6	.0079
Holmes	111,032	8,940	24.9	13.3	4.8	2.3	.0054
Humphreys	65,916	8,474	23.2	12.8	5.0	2.9	.0033
Issaquena	14,617	10,676	26.9	14.9	4.5	6.5	.0005
Itawamba	158,916	15,979	32.0	28.7	6.8	2.8	.0054
Jasper	113,943	13,886	31.2	23.1	6.0	3.4	.0043
Jefferson	53,852	11,245	24.0	18.2	7.5	4.7	.0018
Jefferson Davis	104,493	15,586	28.5	21.4	10.4	7.8	.0035
Jones	545,582	17,831	27.9	27.6	10.5	6.4	.0218
Kemper	58,311	11,856	29.1	21.0	4.4	2.6	.0020
Lafayette	298,005	16,937	25.5	23.4	10.9	8.7	.0099
Lamar	242,823	19,662	25.1	28.8	12.5	7.9	.0073
Lauderdale	792,144	18,216	25.9	24.7	11.7	9.6	.0301
Meridian	481,916	17,376	24.7	23.8	11.0	9.8	.0213
Lawrence	110,219	18,022	23.8	24.4	12.2	9.6	.0036
Leake	117,070	12,346	30.5	20.3	5.0	2.9	.0048
Lee	605,599	19,480	27.8	29.8	11.4	7.5	.0267
Leflore	284,677	13,335	27.7	18.5	8.6	6.1	.0124
Lincoln	236,649	15,607	26.6	24.9	9.8	4.7	.0102
Lowndes	509,076	17,173	29.8	26.1	10.3	6.1	.0213
Marion	224,312	16,953	28.4	22.2	12.7	8.0	.0080
Marshall	202,785	14,521	28.4	23.8	8.2	4.4	.0075
Monroe	273,345	16,314	27.2	27.5	9.4	4.5	.0101

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Montgomery	78,920	12,772	29.3	20.2	5.9	3.1	.0032
Neshoba	197,700	15,829	29.3	24.0	8.8	6.3	.0074
Newton	153,979	14,621	28.1	22.0	9.5	4.2	.0056
Noxubee	65,143	10,946	29.6	16.7	3.6	3.6	.0027
Oktibbeha	299,999	15,458	27.1	20.1	9.9	9.6	.0111
Panola	184,726	12,805	28.6	20.2	6.6	4.0	.0076
Pearl River	319,215	17,090	27.1	23.5	11.9	7.7	.0113
Perry	93,996	19,880	19.9	25.1	12.3	12.3	.0031
Pike	310,582	15,822	28.1	22.6	10.2	7.3	.0124
Pontotoc	161,317	14,522	31.5	23.9	6.9	3.4	.0057
Prentiss	188,424	15,261	30.0	26.3	6.4	4.5	.0068
Quitman	52,440	8,400	25.3	12.9	2.3	2.2	.0026
Scott	196,382	14,921	29.9	22.3	8.4	5.5	.0074
Sharkey	43,121	10,755	28.1	14.9	4.8	5.7	.0019
Simpson	204,035	17,905	27.2	25.7	12.4	7.4	.0070
Smith	120,493	15,000	28.4	22.0	10.7	5.4	.0041
Stone	87,372	19,929	23.9	27.6	13.4	8.8	.0030
Sunflower	198,220	11,875	28.0	18.5	6.4	4.2	.0085
Tallahatchie	82,144	9,349	25.5	13.7	4.0	3.9	.0036
Tate	133,798	14,291	28.6	25.5	6.5	2.9	.0062
Tippah	136,784	14,421	33.5	22.2	6.3	2.9	.0056
Tishomingo	130,542	14,364	33.2	24.0	5.8	2.5	.0048
Tunica	41,790	7,930	21.8	11.3	2.8	3.7	.0022
Union	178,154	15,119	29.7	27.0	6.6	3.7	.0065
Walthall	108,336	15,468	25.5	23.6	8.5	8.0	.0035
Warren	532,436	21,669	22.0	25.2	16.1	12.0	.0187
Washington	501,077	14,269	27.0	21.6	8.1	6.3	.0218
Greenville	281,219	14,179	27.3	21.0	8.4	5.8	.0144
Wayne	158,772	16,361	26.4	22.3	11.4	7.9	.0056
Webster	67,862	13,712	30.2	24.0	4.9	3.0	.0026
Wilkinson	68,165	14,652	28.6	21.5	7.9	5.7	.0024
Winston	146,361	15,402	28.9	25.2	7.9	5.3	.0052
Yalobusha	97,437	14,836	30.0	23.3	8.0	4.4	.0041
Yazoo	180,284	12,529	27.8	19.2	6.6	4.9	.0073
TOTAL METRO COUNTIES	**8,201,306**	**21,747**	**25.1**	**26.9**	**15.2**	**11.7**	**.2890**
TOTAL STATE	**22,416,391**	**17,111**	**26.7**	**24.4**	**11.0**	**7.8**	**.8438**

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S&MM ESTIMATES

POPULATION—12/31/86

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
COLUMBIA	**109.1**	**.0448**	**27.1**	**24.6**	**20.8**	**16.1**	**17.5**	**39.3**
Boone	109.1	.0448	27.1	24.6	20.8	16.1	17.5	39.3
● Columbia	65.6	.0270	25.0	33.2	19.1	13.7	17.3	23.3
SUBURBAN TOTAL	43.5	.0178	29.7	11.7	23.4	19.6	17.9	16.0
JOPLIN	**134.7**	**.0554**	**34.3**	**10.5**	**15.4**	**18.9**	**30.1**	**50.7**
Jasper	90.6	.0373	34.1	11.0	15.7	18.1	30.5	34.6
● Joplin	40.2	.0165	34.4	12.7	15.9	16.7	32.4	16.4
Newton	44.1	.0181	34.9	9.5	14.7	20.6	29.2	16.1
SUBURBAN TOTAL	94.5	.0389	34.3	9.6	15.1	19.8	29.1	34.3
KANSAS CITY	**1,525.0**	**.6268**	**32.3**	**10.6**	**18.3**	**20.2**	**24.9**	**574.1**
Cass	57.0	.0234	31.9	9.3	16.4	22.9	22.1	19.5
Clay	147.9	.0608	31.7	11.5	19.1	21.7	22.0	55.2
Jackson	639.1	.2627	32.7	11.2	18.2	18.9	26.9	249.5
Independence	115.4	.0474	33.0	10.9	17.6	20.1	26.4	44.2
● Kansas City	450.6	.1853	32.6	11.6	18.4	18.1	27.5	178.1
Lafayette	31.4	.0129	36.4	8.9	14.2	19.4	32.6	11.5
Platte	52.5	.0216	31.2	9.8	19.9	23.7	18.7	18.8
Ray	23.2	.0095	34.5	8.5	15.0	21.7	27.5	8.1
Johnson, Kans.	*317.1*	*.1304*	*32.1*	*9.2*	*20.3*	*22.6*	*21.5*	*119.4*
● Olathe	*50.8*	*.0209*	*27.8*	*11.9*	*25.3*	*19.0*	*12.8*	*17.4*
Overland Park	*93.7*	*.0385*	*32.9*	*8.8*	*19.4*	*24.2*	*21.8*	*35.6*
Leavenworth, Kans.	*59.6*	*.0245*	*32.1*	*10.5*	*18.4*	*21.8*	*22.9*	*16.8*
● Leavenworth	*35.8*	*.0147*	*32.0*	*11.5*	*18.6*	*20.9*	*23.5*	*11.3*
Miami, Kans.	*23.1*	*.0094*	*34.9*	*8.8*	*14.8*	*19.5*	*30.3*	*8.4*
Wyandotte, Kans.	*174.1*	*.0716*	*31.5*	*11.7*	*16.7*	*17.3*	*26.8*	*64.9*
● Kansas City	*162.0*	*.0666*	*31.4*	*11.9*	*16.6*	*17.1*	*27.0*	*60.9*
SUBURBAN TOTAL	825.8	.3393	32.7	9.6	18.2	22.1	23.8	306.4
ST. JOSEPH	**86.4**	**.0355**	**34.2**	**11.0**	**15.3**	**17.3**	**31.4**	**32.2**
Buchanan	86.4	.0355	34.2	11.0	15.3	17.3	31.4	32.2
● St. Joseph	74.7	.0307	34.2	11.2	15.4	16.6	32.2	28.1
SUBURBAN TOTAL	11.7	.0048	33.8	9.5	15.0	21.4	26.8	4.1
ST. LOUIS	**2,451.2**	**1.0081**	**32.6**	**10.8**	**16.9**	**19.5**	**26.4**	**889.6**
Franklin	79.9	.0329	31.9	10.1	15.6	19.6	25.6	26.6
Jefferson	166.5	.0685	29.8	10.3	19.1	21.2	18.9	53.8
St. Charles	179.9	.0740	29.6	10.2	19.7	22.6	16.8	59.2
● St. Charles	52.2	.0215	32.1	12.3	16.9	21.2	24.0	19.2
St. Louis	1,002.0	.4120	33.3	10.4	17.6	21.0	26.0	363.0
Florissant	58.1	.0239	32.4	12.2	16.0	21.7	24.0	19.1
University City	43.6	.0179	34.2	9.6	18.6	19.4	29.2	17.5
St. Louis city	428.9	.1764	34.4	11.7	15.2	14.9	34.2	171.2
● St. Louis	428.9	.1764	34.4	11.7	15.2	14.9	34.2	171.2
Clinton, Ill.	*34.1*	*.0140*	*31.3*	*11.4*	*15.2*	*17.6*	*26.9*	*11.8*
Jersey, Ill.	*21.1*	*.0087*	*32.2*	*12.6*	*14.8*	*19.2*	*26.7*	*7.2*
Madison, Ill.	*249.6*	*.1026*	*33.4*	*10.7*	*15.9*	*19.6*	*27.9*	*94.0*
● Alton	*33.2*	*.0137*	*34.4*	*10.8*	*14.8*	*16.0*	*33.1*	*13.1*
● Granite City	*35.9*	*.0148*	*33.4*	*11.1*	*15.7*	*18.7*	*28.7*	*13.7*

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBIA	**569,524**	**125,449**	**56,217**	**77,351**	**23,200**	**142,880**	**17,080**
Boone	569,524	125,449	56,217	77,351	23,200	142,880	17,080
● Columbia	528,470	113,014	54,173	77,232	22,417	129,922	17,036
SUBURBAN TOTAL	41,054	12,435	2,044	119	783	12,958	44
JOPLIN	**839,315**	**182,607**	**69,386**	**127,665**	**29,912**	**226,851**	**16,896**
Jasper	635,439	124,979	54,498	112,298	23,140	169,507	14,634
● Joplin	502,986	100,881	44,472	88,246	19,460	138,594	12,366
Newton	203,876	57,628	14,888	15,367	6,772	57,344	2,262
SUBURBAN TOTAL	336,329	81,726	24,914	39,419	10,452	88,257	4,530
KANSAS CITY	**11,010,066**	**2,052,007**	**975,965**	**1,515,617**	**451,563**	**2,889,180**	**314,565**
Cass	234,748	61,250	16,371	37,926	4,981	64,175	6,886
Clay	1,306,993	243,729	87,166	228,336	41,723	374,418	36,104
Jackson	5,309,932	913,037	534,312	685,661	195,289	1,425,988	152,915
Independence	927,232	171,126	81,974	129,250	33,386	301,848	25,234
● Kansas City	3,862,544	617,439	415,320	615,400	146,881	909,985	106,529
Lafayette	114,292	29,433	10,030	11,413	3,090	34,354	3,140
Platte	173,740	47,326	27,554	13,298	3,679	21,245	7,524
Ray	69,797	14,457	4,329	9,240	2,094	10,077	2,261
Johnson, Kans.	*2,659,455*	*456,881*	*204,980*	*383,094*	*163,285*	*673,980*	*61,479*
● Olathe	*359,557*	*81,941*	*23,949*	*36,078*	*13,072*	*118,415*	*6,824*
Overland Park	*1,147,890*	*131,874*	*80,181*	*260,748*	*73,738*	*307,975*	*25,201*
Leavenworth, Kans.	*219,983*	*52,809*	*15,389*	*23,391*	*9,956*	*72,593*	*5,673*
● Leavenworth	*184,624*	*43,413*	*13,247*	*21,940*	*8,044*	*60,370*	*4,597*
Miami, Kans.	*92,221*	*30,058*	*5,999*	*11,549*	*3,997*	*20,337*	*3,587*
Wyandotte, Kans.	*828,905*	*203,027*	*69,835*	*111,709*	*23,469*	*192,013*	*34,996*
● Kansas City	*778,868*	*191,500*	*68,038*	*111,398*	*23,021*	*165,054*	*34,109*
SUBURBAN TOTAL	5,824,473	1,117,714	455,411	730,801	260,545	1,635,356	162,506
ST. JOSEPH	**582,377**	**136,216**	**47,393**	**98,492**	**21,015**	**159,750**	**13,164**
Buchanan	582,377	136,216	47,393	98,492	21,015	159,750	13,164
● St. Joseph	564,419	133,696	45,696	95,207	20,749	157,246	13,078
SUBURBAN TOTAL	17,958	2,520	1,697	3,285	266	2,504	86
ST. LOUIS	**16,174,236**	**3,256,884**	**1,505,043**	**2,272,887**	**723,790**	**4,007,216**	**432,427**
Franklin	430,479	106,599	28,114	32,932	12,708	120,174	11,680
Jefferson	562,562	158,927	34,185	73,087	15,673	119,144	10,912
St. Charles	845,435	170,451	68,955	114,658	28,221	215,175	15,058
● St. Charles	388,055	54,999	33,868	27,360	13,534	152,127	8,750
St. Louis	8,382,352	1,529,519	675,475	1,233,983	449,964	2,258,164	234,396
Florissant	376,448	119,558	30,780	20,942	16,322	118,123	16,885
University City	123,228	29,715	12,701	9,538	8,130	13,224	12,324
St. Louis city	2,846,199	660,250	429,977	308,841	91,076	526,094	88,790
● St. Louis	2,846,199	660,250	429,977	308,841	91,076	526,094	88,790
Clinton, Ill.	*132,220*	*27,115*	*11,459*	*4,499*	*9,223*	*38,025*	*1,909*
Jersey, Ill.	*63,951*	*12,567*	*5,958*	*10,175*	*2,427*	*20,370*	*1,603*
Madison, Ill.	*1,441,260*	*313,847*	*123,594*	*241,572*	*50,891*	*372,552*	*33,393*
● Alton	*318,519*	*39,873*	*26,349*	*90,974*	*14,633*	*76,847*	*5,949*
● Granite City	*222,067*	*57,885*	*21,832*	*18,033*	*4,370*	*42,821*	*8,972*

MO. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Monroe, Ill.	21.3	.0088	34.2	10.0	14.8	20.1	28.7	7.6	80,589	21,870	7,189	[illegible]	1,788	20,084	2,306
St. Clair, Ill.	267.9	.1102	31.1	11.3	15.8	18.3	25.6	95.2	1,389,189	255,739	120,137	238,737	61,819	317,434	32,390
• *Belleville*	42.2	.0174	38.0	10.6	15.5	16.1	37.1	17.3	404,519	80,017	31,453	21,[illegible]31	19,445	160,320	13,752
• *East St. Louis*	50.9	.0209	25.2	11.3	14.5	15.2	20.6	16.0	129,646	35,374	10,760	6,273	3,851	12,645	7,131
SUBURBAN TOTAL	1,807.9	.7434	32.3	10.5	17.4	20.8	24.5	639.2	11,865,231	2,328,486	950,804	1,799,675	576,881	3,036,362	299,093
SPRINGFIELD	**228.5**	**.0940**	**31.8**	**14.0**	**17.4**	**18.8**	**25.6**	**86.3**	**1,551,125**	**318,766**	**130,555**	**252,772**	**78,209**	**405,003**	**37,050**
Christian	27.7	.0114	32.7	9.4	16.5	21.1	25.1	9.7	107,750	32,975	4,934	1,148	2,227	45,494	1,190
Greene	200.8	.0826	31.7	14.6	17.8	18.4	25.6	76.6	1,443,375	285,791	125,621	251,624	75,982	359,509	35,860
• Springfield	142.3	.0585	31.5	17.1	17.5	16.4	27.4	56.5	1,335,976	264,701	118,950	251,049	71,420	319,592	33,659
SUBURBAN TOTAL	86.2	.0355	32.3	8.9	17.5	22.7	22.6	29.8	215,149	54,065	11,605	1,723	6,789	85,411	3,391
OTHER COUNTIES															
Adair	25.0	.0102	28.5	23.7	16.6	14.4	24.8	9.2	164,797	38,604	17,892	17,114	7,079	40,944	1,932
Andrew	15.2	.0063	34.7	8.8	14.9	19.4	30.1	5.2	44,613	9,924	1,391	2,034	1,856	17,513	137
Atchison	8.3	.0034	37.5	9.8	14.2	16.9	36.1	3.2	45,103	13,933	3,306	615	686	6,931	636
Audrain	26.1	.0107	34.5	9.2	14.9	17.2	32.1	9.7	128,774	35,565	7,251	16,041	6,702	24,811	4,034
Barry	27.3	.0113	38.8	8.0	12.5	18.5	36.6	10.1	119,687	32,713	7,925	15,447	2,792	27,712	2,634
Barton	11.9	.0048	38.5	9.2	13.1	16.3	37.8	4.6	40,607	8,602	2,374	8,481	492	8,238	932
Bates	16.3	.0067	39.0	7.9	12.8	18.2	37.0	6.1	56,417	14,698	2,914	4,286	1,854	17,924	934
Benton	13.6	.0056	43.1	6.8	11.0	17.8	42.1	5.3	50,419	12,112	5,172	6,686	1,484	13,660	1,101
Bollinger	11.0	.0046	35.9	9.0	13.6	18.1	33.0	4.1	23,080	5,276	942	193	396	9,123	506
Butler	39.8	.0164	35.4	8.9	14.8	19.1	31.4	14.9	310,590	66,438	18,477	35,923	13,994	97,834	7,992
Caldwell	8.5	.0035	39.3	7.4	12.2	18.7	37.2	3.2	26,770	6,581	1,943	392	306	9,315	46
Callaway	34.0	.0140	31.3	13.2	17.1	18.6	25.1	11.4	123,965	31,446	13,055	13,770	3,671	18,065	2,468
Camden	24.6	.0101	40.3	8.0	13.4	18.8	38.2	9.8	168,827	45,228	17,662	13,695	6,498	40,759	1,672
Cape Girardeau	62.8	.0258	31.2	16.6	16.8	17.4	26.3	22.6	424,433	93,014	32,244	66,679	24,253	101,490	8,352
Carroll	11.6	.0048	37.8	8.3	13.6	17.0	36.5	4.6	36,960	10,282	2,329	3,063	1,289	5,735	1,249
Carter	6.1	.0025	34.5	8.5	14.7	19.3	30.0	2.0	11,868	3,057	2,156	479	134	276	148
Cedar	12.8	.0053	43.0	7.1	11.6	17.1	42.4	5.0	53,952	13,699	1,973	5,113	1,112	19,283	1,351
Chariton	10.3	.0042	39.5	8.5	13.0	16.8	38.5	4.0	30,951	9,321	2,164	2,650	1,430	6,335	609
Clark	8.5	.0035	34.7	8.8	14.5	18.1	31.4	3.0	30,667	4,704	2,044	3,975	389	5,641	871
Clinton	17.2	.0071	34.7	8.1	14.4	21.2	28.4	6.1	56,808	16,710	3,469	9,645	779	10,188	1,212
Cole	63.4	.0261	31.4	13.0	20.0	19.0	23.8	21.8	528,047	78,682	35,439	74,437	24,363	157,314	13,336
Cooper	15.0	.0061	36.2	9.2	13.4	16.8	34.6	5.4	71,860	16,255	4,120	5,086	3,316	22,484	2,998
Crawford	20.2	.0083	35.9	8.8	13.2	18.2	32.9	7.2	85,074	18,489	2,889	10,821	1,986	15,686	1,409
Dade	7.5	.0031	42.0	7.4	12.1	16.7	41.7	3.1	16,204	5,681	850	353	492	1,479	655
Dallas	13.6	.0056	38.6	7.9	12.5	18.5	36.2	4.9	55,332	25,644	2,326	524	3,630	10,167	1,118
Daviess	8.8	.0036	39.0	8.0	12.2	17.0	37.7	3.4	15,172	3,378	911	863	331	4,426	328
De Kalb	8.5	.0035	38.0	8.2	13.0	18.9	35.3	3.1	18,626	3,969	2,951	302	898	5,362	

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Source: Survey of Buying Power 1986

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MO. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Dent	15.5	.0064	36.1	9.0	13.9	18.9	32.6	5.6	57,134	16,605	2,840	9,551	2,713	9,029	1,360
Douglas	12.8	.0053	36.3	8.1	13.6	19.7	32.2	4.7	28,648	4,979	1,717	8,710	954	3,819	1,188
Dunklin	36.4	.0149	35.4	8.7	13.7	18.3	32.3	13.3	178,768	38,871	7,409	28,830	8,946	46,259	5,337
Gasconade	13.9	.0057	40.3	8.2	12.7	17.0	39.3	5.3	58,964	12,639	2,897	8,207	3,041	14,652	1,910
Gentry	8.1	.0033	41.7	7.9	12.0	16.6	41.1	3.1	32,368	8,552	985	1,074	647	10,692	542
Grundy	12.0	.0049	38.6	8.4	14.1	18.0	36.6	4.7	65,415	19,993	6,112	8,990	1,117	12,495	1,488
Harrison	9.6	.0040	41.4	8.7	11.9	17.3	40.3	4.2	79,609	16,431	2,319	9,613	1,220	18,536	1,993
Henry	20.5	.0084	38.7	8.1	13.4	17.4	37.3	8.0	96,958	27,558	7,784	13,653	4,351	14,163	5,768
Hickory	7.3	.0030	47.0	5.9	10.2	16.3	46.8	3.1	9,716	3,343	1,154	73	423	886	171
Holt	6.7	.0028	41.0	7.2	13.1	15.9	40.8	2.7	26,458	4,037	918	359	141	11,966	75
Howard	10.0	.0041	36.3	12.6	13.1	15.9	35.5	3.6	32,589	10,906	1,967	1,238	1,119	4,231	1,449
Howell	31.2	.0128	36.4	8.5	14.0	19.5	32.4	11.6	174,784	45,541	9,400	23,170	5,898	46,353	5,083
Iron	11.6	.0048	35.4	8.3	13.9	18.9	31.7	3.9	36,419	11,485	1,957	1,773	1,572	11,405	1,222
Johnson	39.7	.0163	26.2	24.7	15.8	16.3	19.7	12.8	148,261	37,234	15,801	21,254	4,672	36,930	4,242
Knox	5.5	.0022	39.5	8.1	11.7	17.9	37.8	2.1	17,413	3,507	849	1,390	967	5,716	1,067
Laclede	27.0	.0111	35.0	9.0	14.7	19.6	30.3	10.0	146,241	33,382	9,664	15,652	3,717	29,488	1,947
Lawrence	31.7	.0131	36.7	8.4	13.4	18.5	33.7	11.7	106,060	30,114	6,433	9,895	2,896	34,606	2,148
Lewis	10.8	.0044	34.7	11.9	13.4	18.3	31.3	3.9	50,721	11,002	2,097	603	834	19,590	143
Lincoln	25.2	.0104	34.1	9.5	14.4	19.3	29.4	8.6	95,664	23,183	4,790	11,588	1,941	32,854	3,017
Linn	15.4	.0063	41.4	8.2	12.8	16.4	40.8	6.2	75,969	19,147	4,179	12,649	3,439	15,392	2,191
Livingston	15.7	.0065	37.0	8.5	14.2	17.6	34.9	6.0	110,715	25,957	6,220	15,451	5,709	25,629	2,028
McDonald	16.4	.0067	35.9	8.7	13.4	20.9	30.3	5.9	71,379	20,919	2,096	4,308	1,986	11,149	1,004
Macon	16.7	.0069	38.8	8.0	13.4	17.3	37.4	6.3	66,660	18,225	4,650	6,571	1,944	15,573	1,860
Madison	11.7	.0048	38.8	8.6	12.8	17.6	37.1	4.5	38,601	10,355	2,844	7,446	1,449	4,496	825
Maries	7.9	.0032	36.9	8.0	13.6	19.0	33.6	2.9	16,657	4,693	1,289	581	165	4,527	
Marion	28.7	.0118	34.8	9.6	15.2	16.6	33.0	10.7	187,840	50,178	13,318	19,649	4,921	53,260	4,795
Mercer	4.5	.0019	43.9	8.7	11.4	16.8	42.8	1.7	14,423	5,507	812		1,177	2,501	107
Miller	21.4	.0088	34.9	9.0	14.6	18.1	31.7	7.8	117,319	24,880	11,653	14,468	3,669	29,047	1,395
Mississippi	15.5	.0064	33.5	9.2	13.6	17.7	30.3	5.4	59,309	12,285	1,151	9,880	838	17,363	1,703
Moniteau	13.0	.0053	35.5	9.1	14.9	18.0	32.6	4.4	44,633	9,642	1,534	2,407	902	20,377	669
Monroe	9.8	.0040	36.5	9.2	13.5	17.7	34.1	3.5	32,551	11,846	1,521	2,300	1,184	5,295	1,202
Montgomery	11.8	.0049	38.1	8.3	12.3	18.2	35.8	4.2	53,754	16,919	4,428	2,154	1,167	11,941	564
Morgan	15.7	.0064	41.5	7.1	11.6	18.0	40.1	5.8	64,510	18,023	4,168	7,014	2,130	14,609	961
New Madrid	22.7	.0094	32.6	9.1	13.9	17.7	28.9	7.8	110,365	23,740	4,634	10,874	5,527	12,930	4,680
Nodaway	21.6	.0089	30.9	19.0	13.9	15.2	29.2	7.6	95,795	26,247	10,023	8,775	2,096	19,125	1,723
Oregon	10.7	.0044	38.2	7.8	12.9	18.3	35.8	3.9	45,783	11,939	1,322	864	576	13,420	1,356
Osage	12.6	.0052	32.5	10.6	13.5	16.8	29.9	4.1	51,093	6,156	1,456	890	365	31,119	
Ozark	9.0	.0037	39.2	7.6	12.8	18.6	36.7	3.4	22,895	6,409	1,033	252	470	7,156	159
Pemiscot	24.5	.0100	32.7	9.2	13.0	15.8	31.2	8.6	68,252	24,162	3,428	9,361	2,508	8,901	1,832
Perry	17.8	.0074	33.5	9.6	14.7	16.2	31.7	6.1	75,467	11,523	6,846	19,145	2,220	12,508	2,217
Pettis	36.9	.0151	35.5	10.1	14.5	18.6	32.0	13.9	220,558	44,667	16,919	26,772	7,790	68,492	5,759
Phelps	34.6	.0143	30.7	18.3	14.3	17.8	26.1	11.9	214,045	44,018	17,691	23,355	5,628	56,881	3,930
Pike	17.1	.0070	34.9	9.0	13.7	18.7	31.2	6.0	68,822	19,312	4,081	9,134	1,110	12,657	2,836
Polk	20.6	.0084	35.2	13.3	12.6	17.5	32.8	7.3	91,743	18,873	4,464	14,476	1,414	31,135	2,267
Pulaski	43.3	.0179	24.2	26.5	17.7	15.2	14.2	11.1	148,771	28,414	16,237	13,500	3,528	39,423	2,835
Putnam	5.7	.0023	40.8	7.6	11.2	18.0	39.4	2.1	16,630	5,966	577	609	117	3,905	515
Ralls	9.3	.0038	34.7	8.5	15.4	18.1	31.3	3.4	14,151	5,046	303	219	960	3,583	
Randolph	27.7	.0114	33.7	10.9	17.2	16.8	31.0	9.7	164,358	34,249	8,720	18,577	5,286	48,737	2,730
Reynolds	7.3	.0030	34.5	8.9	14.6	18.7	30.5	2.8	22,177	8,726	784	312	538	5,379	799
Ripley	13.8	.0057	38.5	8.1	12.1	18.6	35.8	5.1	48,938	17,518	1,660	2,837	1,453	13,659	1,228
St. Clair	8.8	.0036	41.6	7.3	11.4	17.0	41.0	3.4	34,924	7,083	2,391	390	532	10,353	303
Ste. Genevieve	16.3	.0067	32.4	10.1	14.8	18.6	27.5	5.5	48,366	10,174	5,598	1,819	1,566	14,056	1,311
St. Francois	45.7	.0188	35.2	9.2	14.3	18.6	31.6	16.4	216,025	48,316	12,692	37,946	8,087	52,404	6,311
Saline	24.7	.0101	35.8	10.0	15.0	17.0	33.9	9.4	127,011	26,542	7,491	22,350	3,981	29,445	9,611
Schuyler	4.8	.0020	39.1	8.2	12.7	18.0	37.3	2.0	15,988	3,003	980	58	788	6,751	
Scotland	5.3	.0022	40.0	7.7	11.4	17.4	38.9	2.1	23,114	5,812	1,581	1,283	705	3,875	474
Scott	41.6	.0171	31.8	10.1	16.1	18.5	26.3	14.7	212,730	43,388	17,690	37,812	7,159	51,325	4,347
Shannon	7.9	.0033	35.1	8.8	14.2	19.4	30.8	2.9	9,942	5,274	624	791	178	1,014	151
Shelby	7.7	.0031	39.8	8.7	12.2	16.4	39.3	3.0	19,230	6,600	1,214	1,174	915	1,023	1,267
Stoddard	30.1	.0124	36.0	9.0	14.2	19.3	32.1	11.1	135,113	25,487	8,246	14,570	3,648	50,898	3,774
Stone	18.3	.0075	42.2	6.7	11.9	18.9	40.4	7.3	46,013	15,578	3,656	1,254	1,171	9,116	567
Sullivan	7.1	.0029	41.3	7.7	12.3	17.6	40.2	2.9	12,510	3,747	412	741	450	1,305	32
Taney	25.2	.0104	42.1	10.0	11.6	17.1	41.4	10.0	147,154	30,492	24,871	20,225	3,282	22,989	4,397
Texas	22.3	.0092	36.8	8.6	13.1	19.8	32.8	8.3	98,281	22,483	4,282	8,040	1,132	32,591	1,913
Vernon	20.8	.0085	36.4	9.2	14.9	17.5	34.2	7.6	62,663	9,717	5,699	11,458	3,909	16,142	1,214
Warren	18.2	.0075	34.8	8.9	14.8	19.5	30.2	6.2	44,216	12,725	5,059	3,411	1,466	8,628	461
Washington	19.5	.0080	31.0	9.7	15.1	18.9	25.1	6.5	53,980	14,811	2,707	8,875	692	11,808	1,077
Wayne	12.6	.0052	39.8	8.0	11.6	18.5	37.8	4.8	28,620	10,071	1,290	1,234	1,434	7,663	770
Webster	22.7	.0093	33.3	9.1	14.7	20.4	27.0	7.7	56,745	14,482	4,681	5,344	1,240	11,252	1,567
Worth	2.8	.0012	43.1	6.5	12.1	16.6	42.6	1.1	8,230	2,789	542	208	652	1,890	113
Wright	17.1	.0070	36.7	8.6	12.9	18.7	33.5	6.2	36,999	11,551	1,843	7,753	775	6,096	1,589
TOTAL METRO COUNTIES	**3,367.0**	**1.3844**	**32.5**	**11.4**	**17.5**	**19.5**	**26.1**	**1,244.9**	**23,818,870**	**4,698,016**	**2,220,019**	**3,305,655**	**1,000,834**	**6,103,492**	**652,856**
TOTAL STATE	**5,149.3**	**2.1172**	**33.2**	**11.2**	**16.3**	**19.0**	**28.1**	**1,890.0**	**31,872,680**	**6,597,049**	**2,776,871**	**4,251,511**	**1,276,243**	**8,136,650**	**848,085**

Whose income is not included in "Total EBI"?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms," which appears in Section C.

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S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
COLUMBIA	**1,374,356**	**24,482**	**23.4**	**25.7**	**16.7**	**16.8**	**.0435**
Boone	1,374,356	24,482	23.4	25.7	16.7	16.8	.0435
• Columbia	805,504	21,683	25.4	22.6	14.4	16.6	.0296
SUBURBAN TOTAL	568,852	28,274	20.5	30.1	20.1	17.1	.0139
JOPLIN	**1,330,297**	**19,076**	**27.6**	**27.6**	**11.9**	**8.3**	**.0503**
Jasper	913,896	19,082	27.5	27.3	12.1	8.4	.0356
• Joplin	423,743	18,043	27.6	25.8	10.9	8.6	.0206
Newton	416,401	19,064	28.1	28.3	11.3	7.9	.0147
SUBURBAN TOTAL	906,554	19,554	27.6	28.5	12.4	8.1	.0297
KANSAS CITY	**20,876,260**	**28,349**	**19.7**	**27.0**	**19.6**	**18.8**	**.6990**
Cass	623,734	26,198	21.2	29.5	19.1	13.6	.0198
Clay	2,023,230	30,793	18.1	29.4	23.5	17.9	.0726
Jackson	8,366,727	25,847	21.6	26.4	18.0	16.7	.3008
Independence	1,546,823	29,557	19.3	27.4	23.0	16.7	.0543
• Kansas City	5,756,904	24,002	22.6	26.1	16.4	15.6	.2121
Lafayette	320,640	21,574	24.9	29.3	15.1	9.0	.0102
Platte	598,930	26,920	20.7	33.3	20.8	11.3	.0180
Ray	215,197	21.087	25.2	30.0	15.4	7.1	.0069
Johnson, Kans.	*5,757,149*	*37,499*	*13.9*	*25.2*	*22.4*	*31.5*	*.1766*
• Olathe	*719,542*	*33,579*	*16.4*	*28.4*	*25.1*	*22.1*	*.0236*
Overland Park	*1,732,047*	*39,548*	*12.5*	*24.7*	*24.0*	*33.3*	*.0601*
Leavenworth, Kans.	*670,259*	*27,177*	*20.6*	*28.7*	*21.1*	*13.4*	*.0205*
• Leavenworth	*396,653*	*25,056*	*22.3*	*28.0*	*19.6*	*12.0*	*.0133*
Miami, Kans.	*257,215*	*22,791*	*24.8*	*28.3*	*16.9*	*10.7*	*.0081*
Wyandotte, Kans.	*2,043,179*	*24,160*	*21.6*	*27.2*	*17.7*	*13.3*	*.0655*
• Kansas City	*1,894,234*	*23,793*	*21.9*	*27.1*	*17.5*	*12.9*	*.0609*
SUBURBAN TOTAL	12,108,927	31,346	17.8	27.5	21.4	21.8	.3891
ST. JOSEPH	**959,671**	**22,038**	**25.4**	**27.0**	**16.2**	**11.3**	**.0350**
Buchanan	959,671	22,038	25.4	27.0	16.2	11.3	.0350
• St. Joseph	818,047	21,387	26.1	26.7	15.8	10.5	.0313
SUBURBAN TOTAL	141,624	27,049	20.7	28.1	19.0	17.1	.0037
ST. LOUIS	**31,446,360**	**27,518**	**19.9**	**27.3**	**19.0**	**17.7**	**1.0578**
Franklin	735,159	22,038	24.7	31.3	15.8	7.8	.0277
Jefferson	1,748,057	27,998	19.4	34.3	22.6	11.1	.0544
St. Charles	2,400,960	34,780	13.8	28.5	27.1	22.4	.0722
• St. Charles	717,120	30,548	19.2	27.6	21.2	20.3	.0242
St. Louis	15,765,604	34,353	15.9	26.4	21.7	27.1	.5171
Florissant	813,641	36,519	12.7	28.5	25.7	27.3	.0261
University City	650,668	27,908	20.9	25.5	17.1	21.7	.0170
St. Louis city	4,500,483	18,170	26.4	24.1	12.4	9.6	.1686
• St. Louis	4,500,483	18,170	26.4	24.1	12.4	9.6	.1686
Clinton, Ill.	*354,319*	*23,517*	*23.6*	*30.9*	*16.9*	*10.5*	*.0114*
Jersey, Ill.	*206,226*	*22,190*	*26.1*	*32.8*	*15.6*	*7.0*	*.0064*
Madison, Ill.	*2,650,077*	*22,705*	*23.2*	*30.8*	*17.3*	*7.9*	*.0944*
• Alton	*310,837*	*17,835*	*26.2*	*27.9*	*12.1*	*4.9*	*.0144*
• Granite City	*373,846*	*21,927*	*23.0*	*30.2*	*16.6*	*7.2*	*.0137*
Monroe, Ill.	*233,707*	*25,072*	*21.6*	*30.6*	*19.0*	*10.8*	*.0074*
St. Clair, Ill.	*2,851,768*	*22,432*	*21.6*	*25.9*	*16.5*	*12.2*	*.0982*
• Belleville	*534,535*	*23,029*	*23.9*	*27.0*	*16.1*	*13.0*	*.0207*
• East St. Louis	*314,320*	*10,921*	*21.1*	*16.7*	*8.8*	*6.3*	*.0121*
SUBURBAN TOTAL	24,695,219	30,769	17.8	28.4	21.2	20.7	.8041
SPRINGFIELD	**2,568,868**	**21,636**	**25.8**	**28.1**	**14.3**	**11.3**	**.0935**
Christian	256,754	20,336	26.9	30.5	12.8	7.6	.0088
Greene	2,312,114	21,823	25.6	27.9	14.5	11.7	.0847
• Springfield	1,603,922	20,008	27.5	26.9	13.1	10.0	.0658
SUBURBAN TOTAL	964,946	24,856	22.5	30.5	16.6	13.7	.0277
OTHER COUNTIES							
Adair	235,477	16,802	28.5	24.4	11.0	7.4	.0094
Andrew	148,466	22,085	27.3	31.1	15.4	8.6	.0046
Atchison	81,506	18,494	29.8	29.6	9.7	6.8	.0029
Audrain	251,502	20,378	26.8	31.5	12.7	6.7	.0090
Barry	230,328	16,161	30.3	24.4	9.4	6.0	.0086
Barton	92,185	14,670	35.9	22.4	6.9	3.3	.0033
Bates	141,949	16,331	27.2	24.3	10.0	7.2	.0048
Be[illegible]n	98,778	12,445	32.2	18.9	5.2	3.7	.0040
Bollinger	72,781	13,232	31.4	20.5	7.1	2.3	.0025
Butler	348,823	15,706	26.4	23.0	9.1	7.9	.0156
Caldwell	68,085	15,205	28.0	24.1	9.2	4.5	.0023
Callaway	368,050	25,991	21.0	30.2	19.4	12.3	.0115
Camden	272,026	19,822	30.2	26.7	12.3	10.6	.0101
Cape Girardeau	676,704	21,672	25.8	27.2	15.4	11.0	.0251
Carroll	95,548	14,606	30.7	22.0	7.5	5.5	.0033
Carter	41,366	14,667	32.1	22.3	7.7	5.2	.0015
Cedar	94,888	12,934	32.8	18.5	6.2	3.7	.0038
Chariton	78,904	13,452	29.7	21.1	6.9	4.8	.0028
Clark	70,707	17,172	28.9	26.2	9.1	6.8	.0025
Clinton	147,156	18,822	26.2	30.0	11.3	6.3	.0051
Cole	802,[illegible]60	29,122	20.4	26.7	21.5	18.3	.0293
Cooper	125,980	17,820	29.7	28.3	10.4	5.1	.0048

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Crawford	181,065	18,038	28.3	26.5	11.8	7.4	.0065
Dade	55,399	12,735	33.4	19.3	5.5	2.9	.0018
Dallas	93,509	12,582	30.8	18.7	6.1	4.3	.0039
Daviess	77,641	15,359	31.7	23.2	7.6	6.1	.0024
De Kalb	72,132	16,623	27.8	24.8	10.1	6.9	.0023
Dent	124,284	15,922	30.4	25.3	8.0	5.7	.0044
Douglas	91,530	13,403	32.3	20.5	5.9	4.4	.0032
Dunklin	299,219	15,296	28.3	22.5	9.4	6.5	.0116
Gasconade	129,323	18,305	28.0	28.0	10.8	6.9	.0045
Gentry	64,347	14,532	31.2	22.8	7.0	5.3	.0024
Grundy	107,970	16,947	28.7	26.1	9.9	5.7	.0041
Harrison	94,943	15,228	29.0	21.3	8.5	7.3	.0040
Henry	180,089	15,263	27.7	22.5	10.6	5.8	.0066
Hickory	49,772	11,256	32.0	17.3	3.7	2.6	.0016
Holt	66,384	18,414	27.9	27.7	11.4	7.0	.0022
Howard	90,147	17,263	27.0	27.3	9.3	7.4	.0030
Howell	248,817	15,158	31.4	24.5	7.1	4.9	.0103
Iron	110,158	20,841	26.2	24.1	18.0	9.4	.0036
Johnson	348,218	18,741	30.1	26.7	12.8	7.2	.0122
Knox	36,615	12,192	31.4	18.6	4.4	3.7	.0014
Laclede	231,997	16,231	30.4	25.2	9.3	5.9	.0091
Lawrence	258,803	16,148	31.4	25.5	9.8	4.3	.0093
Lewis	103,406	21,000	24.5	31.2	12.8	8.3	.0035
Lincoln	245,743	22,328	25.2	29.4	16.0	9.5	.0081
Linn	149,678	16,488	31.8	24.9	9.1	7.1	.0054
Livingston	146,351	17,171	28.0	25.2	11.0	6.5	.0060
McDonald	117,923	14,526	31.7	24.1	6.1	3.9	.0048
Macon	120,661	13,832	32.1	22.0	6.0	3.9	.0047
Madison	102,183	15,520	27.9	23.5	10.5	5.4	.0035
Maries	58,061	14,892	31.1	25.2	6.1	3.8	.0020
Marion	308,319	21,537	25.5	27.9	15.7	9.6	.0113
Mercer	35,416	14,473	28.7	23.2	7.0	5.9	.0012
Miller	196,695	18,708	29.6	27.0	12.8	7.1	.0074
Mississippi	117,533	14,370	29.3	20.3	7.7	6.8	.0046
Moniteau	95,543	15,679	33.0	24.1	9.9	4.3	.0035
Monroe	84,431	18,306	28.4	27.7	11.9	5.7	.0028
Montgomery	90,725	16,014	32.8	24.8	8.3	5.0	.0036
Morgan	121,777	14,719	33.1	21.9	7.7	4.9	.0047
New Madrid	181,710	15,389	26.7	21.0	10.6	7.4	.0072
Nodaway	217,883	19,739	27.5	26.3	12.7	10.3	.0075
Oregon	59,878	10,685	31.7	14.8	4.5	2.2	.0028
Osage	104,011	19,880	23.8	32.0	10.0	7.7	.0037
Ozark	65,317	13,333	32.4	20.5	5.0	4.7	.0023
Pemiscot	182,519	14,219	29.3	20.6	8.0	6.0	.0065
Perry	126,853	16,138	31.5	27.2	8.7	2.8	.0051
Pettis	390,529	20,024	27.6	26.4	13.6	10.1	.0140
Phelps	331,107	19,071	26.0	26.5	12.0	9.5	.0128
Pike	144,440	16,734	30.4	25.0	9.6	6.8	.0052
Polk	164,331	15,217	30.3	23.9	7.6	5.7	.0062
Pulaski	351,266	17,444	36.0	27.9	9.4	4.4	.0126
Putnam	53,000	16,963	28.6	23.8	10.9	8.0	.0016
Ralls	80,024	18,533	28.6	31.7	11.1	3.5	.0024
Randolph	242,359	17,944	27.3	26.1	12.0	7.2	.0097
Reynolds	62,581	16,311	23.8	26.7	11.5	4.4	.0022
Ripley	89,715	12,443	33.4	18.6	4.7	3.1	.0036
St. Clair	71,077	13,909	29.2	20.7	7.3	6.1	.0026
Ste. Genevieve	157,066	22,607	26.6	31.0	16.1	9.1	.0051
St. Francois	437,550	20,375	25.8	29.3	13.4	8.1	.0154
Saline	210,408	16,679	30.0	26.5	9.6	4.8	.0082
Schuyler	30,600	10,877	31.4	16.6	2.7	2.9	.0012
Scotland	37,890	11,483	29.9	16.8	5.1	5.0	.0015
Scott	375,711	18,860	26.1	26.5	13.3	7.7	.0140
Shannon	58,337	14,275	31.0	24.0	6.9	4.4	.0019
Shelby	58,661	13,911	32.4	22.5	6.5	4.0	.0020
Stoddard	240,049	15,096	30.8	23.3	7.9	5.5	.0092
Stone	243,049	24,231	23.8	29.8	15.0	15.6	.0066
Sullivan	41,016	9,448	29.3	13.0	2.5	2.5	.0015
Taney	242,259	17,370	34.1	25.6	10.1	6.3	.0090
Texas	165,750	14,066	32.2	22.4	6.7	4.1	.0067
Vernon	193,601	17,585	28.7	26.2	10.7	7.6	.0063
Warren	178,294	21,496	25.9	27.8	15.5	9.7	.0054
Washington	137,890	16,013	28.6	27.9	8.1	3.8	.0050
Wayne	86,780	11,854	31.6	18.1	5.4	3.0	.0030
Webster	185,556	17,246	27.5	28.2	9.0	5.8	.0061
Worth	19,644	11,957	31.1	18.6	5.3	3.7	.0008
Wright	125,093	13,764	31.8	20.3	5.3	5.1	.0042
TOTAL METRO COUNTIES	**43,531,913**	**27,049**	**20.8**	**27.1**	**18.6**	**17.5**	**1.4906**
TOTAL STATE	**59,326,093**	**23,084**	**23.5**	**26.4**	**15.9**	**14.0**	**2.0660**

MONTANA

MONT. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BILLINGS	**123.2**	**.0507**	**30.8**	**11.8**	**19.3**	**19.5**	**22.5**	**47.9**	**960,526**	**188,361**	**89,592**	**143,222**	**60,956**	**190,490**	**33,614**
Yellowstone	123.2	.0507	30.8	11.8	19.3	19.5	22.5	47.9	960,526	188,361	89,592	143,222	60,956	190,490	33,614
• Billings	73.7	.0303	31.7	13.1	18.8	18.3	25.6	30.6	876,399	164,692	78,030	142,102	59,188	183,117	26,096
SUBURBAN TOTAL	49.5	.0204	29.5	9.9	19.8	21.3	17.8	17.3	84,127	23,669	11,562	1,120	1,768	7,373	7,518
GREAT FALLS	**80.7**	**.0332**	**31.2**	**12.4**	**17.3**	**20.2**	**23.2**	**30.9**	**486,280**	**87,777**	**48,039**	**69,934**	**37,428**	**105,873**	**22,831**
Cascade	80.7	.0332	31.2	12.4	17.3	20.2	23.2	30.9	486,280	87,777	48,039	69,934	37,428	105,873	22,831
• Great Falls	58.1	.0239	32.8	11.6	16.6	20.2	26.2	23.7	417,893	83,337	42,124	42,478	36,970	85,008	22,821
SUBURBAN TOTAL	22.6	.0093	27.5	14.6	19.3	20.1	15.5	7.2	68,387	4,440	5,915	27,456	458	20,865	10
OTHER COUNTIES															
Beaverhead	8.5	.0035	31.7	12.0	16.9	19.0	25.4	3.2	46,132	11,423	4,439	861	3,728	10,858	814
Big Horn	11.8	.0048	28.1	10.6	17.7	18.1	19.6	3.5	53,132	15,049	3,965	1,576	396	15,096	621
Blaine	7.5	.0031	30.1	9.9	16.1	16.7	25.5	2.7	28,253	9,857	2,242		462	7,701	636
Broadwater	3.7	.0015	33.5	8.5	15.6	19.4	28.3	1.5	10,657	3,717	1,582	136			997
Carbon	8.7	.0036	37.1	6.9	15.3	18.0	34.6	3.6	32,444	15,116	5,119	83	287	4,351	858
Carter	1.8	.0007	37.0	8.3	13.8	20.6	32.2	.6	6,453	2,213	560	285		99	261
Chouteau	5.9	.0024	34.3	8.3	15.9	18.1	30.7	2.2	19,895	6,025	1,702	161	299	3,950	665
Custer	13.4	.0055	32.9	10.4	16.0	17.1	29.5	5.5	92,063	22,284	10,529	7,377	3,407	9,842	3,461
Daniels	2.8	.0012	36.8	7.0	15.3	18.2	34.1	1.0	13,368	2,529	1,557		132	4,442	1,603
Dawson	12.2	.0050	29.8	12.6	17.7	17.7	23.1	4.7	111,895	22,363	8,110	5,265	5,311	25,225	3,484
Deer Lodge	11.1	.0046	34.6	8.9	15.5	17.2	32.2	4.2	41,728	12,190	4,848	599	843	11,530	3,827
Fallon	3.7	.0015	30.9	10.4	16.5	18.2	25.1	1.4	23,899	9,144	1,786	2,334	361	4,458	1,363
Fergus	13.2	.0054	35.0	8.9	15.1	17.6	32.4	5.1	57,414	18,144	5,100	764	3,237	12,045	2,313
Flathead	59.0	.0243	31.7	9.4	19.2	19.8	23.9	22.9	309,580	95,276	33.939	11,391	17,597	56,483	12,806
Gallatin	50.4	.0207	27.6	22.1	20.7	16.6	18.1	18.7	333,868	58,254	34,427	30,625	26,366	58,810	12,320
Garfield	1.7	.0007	32.2	10.2	16.3	17.9	27.6	.6	3,927	2,000	561	198			213
Glacier	11.3	.0047	29.0	10.3	17.3	17.5	22.2	3.7	59,040	12,539	4,210	3,692	1,617	12,172	2,053
Golden Valley	1.0	.0004	36.8	6.7	12.3	19.2	33.2	.4	1,039	401	314			58	
Granite	3.0	.0012	35.2	7.5	15.8	18.4	31.8	1.1	9,592	1,926	1,054			2,411	190
Hill	18.2	.0075	29.6	13.6	17.8	16.8	23.6	6.8	122,615	28,569	10,969	11,215	4,233	22,256	8,479
Jefferson	8.5	.0035	31.3	7.9	19.5	21.0	21.8	3.0	10,344	4,274	1,343	272	604	501	579
Judith Basin	2.6	.0010	35.5	7.3	15.2	19.9	30.8	1.0	4,570	1,488	850		74	812	
Lake	22.2	.0092	32.6	8.7	15.8	18.1	28.1	8.1	68,577	24,071	7,529	2,068	1,678	12,910	2,399
Lewis and Clark	48.1	.0198	31.0	11.3	19.9	19.4	22.6	19.2	276,054	72,654	31,021	16,635	15,890	56,710	11,186
Liberty	2.4	.0009	32.7	9.8	16.0	19.9	26.5	1.1	7,608	2,644	563		90	2,949	417
Lincoln	18.6	.0077	30.6	8.9	17.8	21.3	20.9	6.7	68,917	26,187	6,657	2,958	1,071	10,548	2,215
McCone	2.6	.0011	31.8	8.4	15.1	18.2	27.1	.9	15,864	11,186	533	149		490	
Madison	5.7	.0023	36.5	7.6	15.6	19.4	32.7	2.2	23,471	5,658	3,532	81	280	2,305	1,636
Meagher	2.1	.0009	34.7	8.5	16.3	20.4	29.1	.8	7,765	2,645	697		62	2,691	125
Mineral	4.1	.0016	30.9	9.9	18.4	20.1	22.4	1.6	15,112	4,855	2,083		1,089	717	241
Missoula	78.5	.0323	29.7	15.3	21.7	19.5	19.0	31.5	491,979	107,081	47,332	60,592	27,785	99,963	15,646
Musselshell	4.8	.0020	34.4	6.9	16.9	16.1	32.9	1.9	14,182	5,577	1,720	608	458	1,157	53
Park	13.7	.0056	34.4	8.3	18.1	18.7	30.2	5.7	57,984	16,065	8,682	609	1,303	10,872	2,937
Petroleum	.7	.0003	31.7	9.1	16.0	18.1	26.5	.2	1,060	81	494				
Phillips	5.7	.0024	32.6	9.8	15.1	17.5	28.9	2.2	29,780	7,422	3,328	1,529	200	5,469	1,548
Pondera	6.8	.0028	32.8	9.0	15.1	18.9	27.8	2.5	34,556	8,019	1,993	1,833	1,630	14,733	1,379
Powder River	2.4	.0009	32.0	8.5	18.4	18.2	26.3	.9	6,044		682			3,371	687
Powell	7.2	.0030	32.8	10.9	20.2	19.7	25.9	2.4	32,352	8,539	3,283	763	753	7,291	1,253
Prairie	1.7	.0007	36.3	6.9	14.6	17.0	34.7	.7	4,099	683	511	139		1,356	124
Ravalli	26.7	.0110	34.5	6.9	15.9	20.9	28.4	10.3	57,704	17,241	7,255	1,778	1,608	8,770	2,092
Richland	13.7	.0056	29.4	12.7	17.8	16.7	23.4	5.0	112,054	22,093	13,103	8,868	5,255	25,353	3,399
Roosevelt	11.3	.0047	29.5	10.2	17.1	16.9	23.7	3.7	77,494	13,447	7,503	3,530	985	23,668	1,512
Rosebud	12.7	.0052	27.4	10.8	19.1	18.4	17.0	4.3	48,302	18,891	4,705	1,383	246	13,716	433
Sanders	9.2	.0038	33.9	7.5	16.4	19.5	28.6	3.8	17,942	8,106	2,148	677	226	755	1,244
Sheridan	5.4	.0022	35.6	9.7	14.8	17.0	33.7	2.1	37,780	11,470	6,372		4,108	1,483	683
Silver Bow	35.5	.0146	34.4	9.8	15.2	17.9	31.2	14.4	199,514	52,345	23,901	17,209	14,681	31,920	11,289
Stillwater	6.3	.0026	35.5	7.2	16.3	18.3	32.3	2.4	29,517	1,798	1,892	1,282	584	7,372	991
Sweet Grass	3.3	.0013	38.5	7.1	14.1	19.2	35.5	1.3	11,947	2.702	990	299	132	1,425	461
Teton	6.5	.0027	35.6	7.4	14.1	19.2	31.5	2.5	16,940	4,517	1,159	1,446	236	4,994	545
Toole	5.5	.0023	32.4	9.9	16.3	17.5	28.3	2.3	24,935	6,394	4,428	593	964	2,812	1,221
Treasure	1.0	.0004	34.4	7.8	15.8	19.9	29.2	.4	691	307	97				
Valley	9.6	.0039	31.9	9.1	16.2	18.9	26.0	3.8	70,842	16,960	6,084	4,028	2,448	12,164	1,718
Wheatland	2.3	.0010	36.4	7.0	15.2	18.2	33.6	.9	7,124	2,367	487	107	144	1,440	373
Wibaux	1.4	.0005	32.0	8.1	17.1	16.0	28.8	.5	9,862	3,599	1,090	1,108	367		259
TOTAL METRO COUNTIES	**203.9**	**.0839**	**30.9**	**12.0**	**18.5**	**19.8**	**22.7**	**78.8**	**1,446,806**	**276,138**	**137,631**	**213,156**	**98,384**	**296,363**	**56,445**
TOTAL STATE	**841.6**	**.3460**	**31.3**	**11.5**	**18.0**	**18.9**	**24.4**	**322.7**	**4,716,766**	**1,116,523**	**478,691**	**420,262**	**251,611**	**928,867**	**182,054**

What kinds of stores are "Furniture/Furnish./Appliance"?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms," which appears in Section C.

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BILLINGS	**1,399,251**	**22,953**	**24.6**	**30.3**	**15.9**	**10.4**	**.0532**
Yellowstone	1,399,251	22,953	24.6	30.3	15.9	10.4	.0532
• Billings	878,648	21,679	25.7	27.7	15.2	10.6	.0386
SUBURBAN TOTAL	520,603	24,661	22.6	34.8	17.1	10.2	.0146
GREAT FALLS	**869,112**	**21,646**	**26.4**	**29.6**	**15.4**	**9.1**	**.0311**
Cascade	869,112	21,646	26.4	29.6	15.4	9.1	.0311
• Great Falls	664,667	21,945	25.1	28.9	16.1	9.5	.0244
SUBURBAN TOTAL	204,445	20,827	30.7	31.7	12.9	7.7	.0067
OTHER COUNTIES							
Beaverhead	70,444	16,193	30.7	26.1	8.1	5.4	.0028
Big Horn	86,251	19,195	28.6	28.3	12.1	7.6	.0036
Blaine	48,263	13,318	29.8	22.9	4.9	3.2	.0020
Broadwater	26,758	13,818	38.1	21.8	4.0	3.3	.0009
Carbon	76,118	15,429	33.1	26.2	6.0	4.0	.0027
Carter	9,378	11,389	30.2	18.0	4.3	2.5	.0004
Chouteau	52,695	17,691	33.4	27.4	9.8	6.8	.0018
Custer	119,328	15,803	28.0	25.6	9.9	4.9	.0049
Daniels	23,606	17,778	30.9	26.2	10.6	7.0	.0009
Dawson	129,135	23,091	24.6	33.1	16.5	8.1	.0055
Deer Lodge	101,776	19,689	25.8	33.3	11.8	4.1	.0034
Fallon	41,728	24,038	23.7	34.3	13.9	10.6	.0015
Fergus	101,692	14,150	31.2	23.2	7.1	4.4	.0040
Flathead	634,264	22,235	25.8	32.2	13.5	9.5	.0218
Gallatin	500,423	19,943	28.3	29.3	12.6	7.9	.0193
Garfield	13,982	16,238	35.7	19.7	11.0	7.7	.0005
Glacier	98,251	19,412	27.7	23.2	16.1	9.4	.0038
Golden Valley	6,888	13,824	36.0	20.7	4.8	3.3	.0002
Granite	25,062	17,360	27.0	28.1	10.5	5.5	.0008
Hill	197,676	22,108	26.8	26.2	17.1	10.8	.0074
Jefferson	61,523	16,636	34.9	27.6	7.3	3.9	.0019
Judith Basin	23,125	17,289	33.8	25.1	7.9	7.6	.0007
Lake	164,153	14,884	32.0	24.6	7.2	4.0	.0059
Lewis and Clark	524,610	21,851	26.8	30.5	15.9	8.0	.0184
Liberty	28,685	17,886	31.0	25.1	9.8	10.3	.0008
Lincoln	159,690	20,228	27.4	34.4	12.2	4.0	.0056
McCone	16,520	14,250	32.1	24.4	6.1	2.6	.0008
Madison	43,123	14,766	32.5	25.7	7.2	3.3	.0017
Meagher	14,379	13,069	31.8	23.5	4.3	3.0	.0006
Mineral	31,825	17,717	30.0	33.4	7.9	1.0	.0012
Missoula	867,068	20,920	27.0	29.6	13.7	8.9	.0310
Musselshell	36,680	14,525	30.8	25.7	7.2	2.7	.0013
Park	144,759	19,950	28.0	29.8	13.8	6.3	.0047
Petroleum	4,129	13,818	39.0	16.0	1.5	6.5	.0001
Phillips	40,606	14,275	34.3	23.6	5.3	2.5	.0018
Pondera	60,438	18,649	27.0	30.9	9.6	6.5	.0023
Powder River	18,114	14,882	34.8	26.1	7.7	3.6	.0006
Powell	52,134	17,090	34.5	28.1	7.8	4.5	.0022
Prairie	10,567	11,074	33.6	14.6	4.0	2.3	.0003
Ravalli	214,492	15,966	31.3	26.2	8.9	3.7	.0070
Richland	165,783	27,000	18.5	30.1	18.8	16.7	.0061
Roosevelt	96,659	19,764	30.1	30.1	10.1	9.1	.0043
Rosebud	112,605	20,721	25.3	25.5	18.6	7.1	.0038
Sanders	72,146	14,342	35.3	23.7	6.2	2.7	.0023
Sheridan	60,497	21,750	25.3	30.3	13.8	10.6	.0023
Silver Bow	358,887	19,369	24.5	28.7	12.7	7.2	.0129
Stillwater	49,742	16,397	31.1	26.3	10.9	2.8	.0019
Sweet Grass	22,856	12,621	33.3	21.4	5.5	2.2	.0010
Teton	57,417	17,368	30.3	26.4	9.5	6.3	.0018
Toole	60,626	19,389	27.4	28.7	11.5	8.9	.0020
Treasure	6,797	13,294	37.3	18.7	6.0	2.0	.0002
Valley	86,978	17,635	29.6	25.7	13.9	4.3	.0038
Wheatland	18,309	15,786	36.0	26.5	4.6	5.2	.0006
Wibaux	9,858	14,062	30.8	23.2	5.0	5.6	.0004
TOTAL METRO COUNTIES	**2,268,363**	**22,410**	**25.4**	**29.9**	**15.7**	**9.9**	**.0843**
TOTAL STATE	**8,327,861**	**19,762**	**27.6**	**28.8**	**12.9**	**7.7**	**.3048**

NEBRASKA

NEB.

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
LINCOLN	**208.6**	**.0858**	**29.8**	**17.9**	**20.0**	**17.1**	**22.5**	**80.7**	**1,144,866**	**213,344**	**135,948**	**167,188**	**53,684**	**244,581**	**43,679**
Lancaster	208.6	.0858	29.8	17.9	20.0	17.1	22.5	80.7	1,144,866	213,344	135,948	167,188	53,684	244,581	43,679
• Lincoln	185.3	.0762	29.6	19.0	20.2	16.4	22.6	72.7	1,110,034	207,648	128,075	166,379	52,543	240,677	43,466
SUBURBAN TOTAL	23.3	.0096	31.8	9.0	18.1	22.6	21.6	8.0	34,832	5,696	7,873	809	1,141	3,904	213
OMAHA	**616.9**	**.2536**	**30.6**	**11.6**	**18.7**	**19.3**	**22.5**	**230.3**	**4,045,550**	**759,531**	**410,661**	**539,175**	**295,731**	**948,604**	**122,868**
Douglas	416.5	.1713	31.0	11.9	18.8	18.4	24.1	160.1	3,051,921	577,671	327,473	408,655	279,010	663,643	88,142
• Omaha	355.0	.1460	32.0	12.6	17.3	17.6	27.2	139.8	2,899,298	536,500	305,476	406,653	272,503	602,152	86,710
Sarpy	96.9	.0398	27.6	11.8	20.9	23.6	10.9	31.3	321,534	63,495	26,692	67,662	4,777	80,895	7,134
Washington	15.8	.0065	33.0	10.0	15.6	20.3	26.5	5.8	49,942	8,917	5,376	3,970	1,932	15,603	564
Pottawattamie, Iowa	*87.7*	*.0360*	*32.1*	*10.6*	*16.0*	*18.8*	*26.6*	*33.1*	*622,153*	*109,448*	*51,120*	*58,888*	*10,012*	*188,463*	*27,028*
• Council Bluffs	*56.8*	*.0234*	*31.8*	*11.7*	*16.3*	*17.3*	*27.5*	*22.3*	*526,967*	*93,176*	*41,534*	*56,097*	*8,908*	*172,336*	*24,778*
SUBURBAN TOTAL	205.1	.0842	28.4	10.0	21.6	23.0	12.8	68.2	619,285	129,855	63,651	76,425	14,320	174,116	11,380
OTHER COUNTIES															
Adams	30.7	.0126	33.5	13.1	15.9	17.0	30.6	12.2	188,981	22,696	19,009	42,736	6,092	51,403	4,527
Antelope	8.5	.0035	35.6	7.9	14.1	16.1	34.6	3.2	39,352	4,891	2,612	1,829	853	17,527	942
Arthur	.5	.0002	37.0	8.8	12.2	20.8	32.2	.2	1,440	860	183				
Banner	.9	.0004	35.1	8.0	14.1	21.0	29.2	.3	98						
Blaine	.9	.0004	34.4	8.8	13.2	19.9	29.3	.3	2,080	87	96			453	
Boone	7.1	.0029	36.2	8.7	12.9	16.5	34.8	2.6	41,116	8,694	2,826	3,933	671	14,710	810
Box Butte	15.3	.0063	30.1	12.3	19.4	15.6	24.9	5.6	61,882	20,168	5,431	4,230	1,487	13,794	2,603
Boyd	3.2	.0013	43.5	8.5	11.3	16.0	42.6	1.3	7,277	2,552	591	397	192	1,342	
Brown	4.1	.0017	36.6	8.1	14.0	17.7	34.3	1.7	21,624	6,223	1,870	419	608	7,353	522
Buffalo	37.9	.0156	28.8	18.8	17.1	15.3	24.2	13.8	243,242	50,079	29,426	21,123	11,885	65,319	3,809
Burt	8.7	.0035	40.1	7.3	12.9	17.0	38.9	3.5	38,242	8,456	3,002	1,685	3,932	7,106	1,959
Butler	9.2	.0038	37.6	8.0	13.1	16.3	36.6	3.4	20,170	4,903	1,558	1,426	719	3,176	975
Cass	22.4	.0092	33.1	9.3	16.0	20.1	26.9	8.1	54,148	13,420	6,274	2,420	571	17,037	801
Cedar	11.0	.0046	33.5	8.9	13.0	14.9	33.2	4.0	27,645	6,215	2,177	442	915	6,032	712
Chase	4.9	.0020	34.8	7.8	14.4	18.2	31.4	1.9	26,553	7,504	1,329	398	724	12,486	883
Cherry	6.9	.0028	34.8	9.4	14.9	19.4	30.3	2.6	47,532	11,695	2,659	5,316	2,166	11,773	743
Cheyenne	10.1	.0042	35.3	10.1	14.2	17.5	32.8	4.1	133,329	15,575	5,147	14,096	1,996	18,619	4,901
Clay	8.0	.0032	35.7	8.9	13.9	17.2	33.6	3.0	28,543	6,240	2,372	188	515	12,617	93

METRO AREA County City	POPULATION—12/31/86 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1986 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Colfax	9.7	.0040	37.0	9.0	12.9	16.0	36.2	3.7	32,629	8,694	4,220	3,312	594	7,778	277
Cuming	11.5	.0048	35.4	8.7	13.2	17.1	33.4	4.1	60,407	13,315	4,019	1,038	853	21,890	1,348
Custer	13.3	.0054	38.1	7.6	13.8	16.9	36.8	5.2	80,726	15,172	4,535	9,452	2,271	23,132	3,579
☐ Dakota	18.2	.0075	29.8	10.7	18.8	17.7	22.5	6.6	62,265	11,293	8,831	738	4,777	12,340	1,526
Dawes	9.4	.0039	30.5	18.9	14.6	14.4	29.0	3.5	51,141	12,016	5,032	2,061	1,618	16,356	1,355
Dawson	22.9	.0094	32.9	9.2	16.5	18.0	28.6	8.7	149,746	28,286	12,089	9,735	4,983	36,842	4,534
Deuel	2.3	.0009	41.1	7.0	11.6	16.9	40.4	1.0	29,062	939	4,476		977	4,766	289
Dixon	7.0	.0029	35.8	8.5	13.4	16.7	34.2	2.7	10,732	2,676	1,539	216	313	2,546	408
Dodge	36.0	.0148	34.1	10.6	15.1	18.3	30.3	13.9	220,514	42,031	21,107	22,898	6,461	74,271	6,990
Dundy	2.9	.0012	41.0	7.9	13.6	15.7	40.6	1.2	11,574	1,770	821	588	159	4,163	238
Fillmore	7.6	.0031	38.5	7.2	14.0	[illegible]	36.9	3.0	38,942	6,115	4,865	5,157	1,695	6,223	1,477
Franklin	4.3	.0018	44.0	6.8	11.3	16.6	43.6	1.7	16,030	3,960	1,405	325	439	3,810	436
Frontier	3.6	.0014	34.9	11.0	14.1	18.5	31.3	1.4	11,461	2,053	435			3,508	199
Furnas	6.5	.0027	42.8	7.4	12.4	15.3	42.8	2.6	28,925	6,797	2,035	508	1,249	12,538	1,085
Gage	23.7	.0098	37.3	9.4	14.8	18.0	35.0	9.0	132,356	25,771	10,204	11,389	3,927	38,899	3,622
Garden	2.8	.0011	42.5	7.0	12.5	18.9	40.8	1.0	7,001	2,043	1,148	235	168	330	310
Garfield	2.4	.0010	40.2	6.7	11.8	18.5	38.8	1.0	18,310	4,334	229		304	2,712	788
Gosper	2.1	.0009	37.7	8.3	13.1	18.6	34.9	.8	3,929	1,104	881				
Grant	.9	.0003	32.5	9.2	16.1	19.0	27.0	.3	3,821	638	417	556	534	147	
Greeley	3.4	.0014	36.9	7.9	11.6	15.9	36.2	1.2	12,783	1,785	744	805	101	1,325	743
Hall	50.2	.0207	31.8	10.2	17.8	18.0	26.3	19.0	373,326	43,935	35,558	80,017	20,9[illegible]	91,662	6,041
Hamilton	9.3	.0038	33.6	8.7	15.7	18.6	29.2	3.4	31,214	4,918	1,782	3,137	1,749	9,505	2,098
Harlan	4.2	.0017	40.9	6.9	13.3	16.7	40.2	1.7	21,868	3,800	1,749	1,386	1,109	6,495	476
Hayes	1.3	.0005	35.4	7.8	15.3	18.6	31.9	.5	4,409	1,806	804				
Hitchcock	4.0	.0017	36.7	8.2	14.1	16.6	35.3	1.5	7,735	2,164	660		151	984	115
Holt	13.9	.0057	33.3	9.2	14.7	16.6	30.9	5.1	77,966	17,538	3,841	8,313	2,285	22,171	1,476
Hooker	.9	.0004	38.7	8.1	13.1	17.4	37.1	.4	3,241	1,173	110	192		811	81
Howard	6.7	.0027	36.0	7.7	13.0	17.8	33.4	2.4	23,433	4,656	1,780	939	2,048	5,438	494
Jefferson	9.5	.0039	39.8	9.3	13.4	16.9	38.7	3.7	50,619	9,609	3,006	7,822	3,503	13,335	1,807
Johnson	5.0	.0021	41.2	7.5	11.7	16.8	40.4	2.0	18,362	2,221	1,613	1,528	1,245	2,357	727
Kearney	7.0	.0029	35.9	8.8	15.0	18.6	32.6	2.6	25,368	1,070	2,859	2,540	3,478	3,975	910
Keith	9.5	.0039	34.6	9.0	14.9	20.0	29.3	3.7	106,450	13,500	6,983	7,656	4,853	34,417	1,266
Keya Paha	1.3	.0005	35.6	8.4	13.1	19.3	31.5	.5	3,014	754	210				
Kimball	4.8	.0020	34.6	9.2	14.2	18.6	30.8	1.9	28,102	7,023	2,459	1,581	1,906	7,920	724
Knox	11.0	.0045	37.4	8.1	13.1	16.1	36.5	4.0	32,150	7,147	3,291	771	1,002	8,707	430
Lincoln	34.7	.0142	31.6	10.4	17.2	18.3	25.8	12.9	224,369	34,383	20,868	35,693	10,054	54,921	8,136
Logan	1.0	.0005	33.4	8.4	14.6	17.5	30.2	.4	1,004	255	176	336			
Loup	.9	.0003	37.9	9.6	10.8	19.7	34.1	.3	659	392	75				
McPherson	.6	.0003	38.1	9.8	10.7	17.1	36.3	.2	1,873	1,416					
Madison	33.7	.0138	32.0	12.8	16.6	16.3	28.7	12.7	220,644	50,212	15,708	27,343	19,704	42,138	7,446
Merrick	8.8	.0036	34.6	8.4	14.1	18.5	30.9	3.2	39,960	11,195	2,845	442	716	5,097	466
Morrill	5.9	.0025	35.6	8.6	14.2	18.3	32.5	2.4	15,677	2,694	888	1,714	171	7,023	149
Nance	4.5	.0018	37.0	8.2	12.7	16.6	35.7	1.8	9,709	3,991	1,229	477	203	575	99
Nemaha	8.6	.0036	34.9	11.9	15.7	15.1	34.7	3.3	28,134	5,161	2,965	3,387	532	7,741	864
Nuckolls	6.6	.0027	39.3	7.7	12.7	17.3	37.8	2.6	25,028	6,456	1,376	2,208	678	2,940	898
Otoe	15.2	.0062	38.3	7.9	13.5	17.3	36.8	6.0	91,233	22,494	5,821	9,732	1,686	29,961	2,333
Pawnee	3.7	.0015	46.2	6.5	10.9	16.5	45.7	1.5	13,938	3,103	720		721	4,480	502
Perkins	3.9	.0016	36.6	7.8	14.2	17.6	34.4	1.5	11,392	2,066	514	707	97	1,492	294
Phelps	10.0	.0042	36.3	8.4	15.2	18.1	33.5	3.7	79,466	15,437	4,264	3,497	3,978	22,285	2,816
Pierce	8.4	.0034	35.9	9.1	12.9	17.4	33.7	3.1	32,182	4,871	3,286	261	755	10,730	334
Platte	30.1	.0124	31.4	10.4	16.8	17.9	26.1	10.9	150,626	32,299	16,896	17,280	6,164	33,722	2,971
Polk	6.0	.0025	37.8	6.6	13.9	16.8	36.6	2.3	20,623	3,719	1,478	3,233	124	1,861	1,271
Red Willow	12.8	.0052	34.1	10.8	14.9	17.4	31.3	5.0	97,642	17,197	9,235	10,766	4,261	33,008	2,172
Richardson	10.7	.0044	41.1	7.8	12.5	16.4	40.8	4.4	52,135	12,506	3,757	4,607	2,357	14,452	1,889
Rock	2.3	.0010	33.9	7.7	16.7	17.7	30.6	.9	9,456	1,223	771	302		2,892	460
Saline	13.1	.0054	36.8	12.4	13.2	15.8	36.2	5.0	61,142	13,103	5,847	7,988	7,390	7,418	2,858
Saunders	19.2	.0079	34.9	8.3	14.8	18.7	31.1	6.9	61,916	17,966	4,599	3,093	7,138	10,685	999
Scotts Bluff	38.1	.0157	32.5	9.8	16.5	17.9	27.9	14.2	252,927	65,357	20,996	25,258	10,188	60,018	3,736
Seward	16.2	.0066	31.8	15.0	14.9	16.8	28.3	5.8	60,263	11,324	5,723	7,562	3,987	13,755	2,020
Sheridan	7.6	.0031	36.3	8.1	13.9	16.9	34.7	2.9	42,999	11,723	3,872	503	1,032	8,863	1,781

There's nothing average about Omaha's sales per household

In fact Omaha's sales per household are higher than the national average in these retail sales categories:

- 15% higher in automotive dealer sales
- 27% higher in major household appliances
- 3% higher in eating and drinking place sales
- 64% higher in furniture and sleep equipment
- 8% higher in grocery and other food sales
- 13% higher in building materials and hardware sales
- 20% higher in general merchandise stores

World-Herald Coverage
Metropolitan Statistical Area
Sunday 71% 161,920 Daily 60% 137,482
107 County Market Area
Sunday 39% 276,986 Daily 31% 216,776
March 31, 1986 Audit Bureau of Circulations' audit report.

Represented Nationally by CWO&O.
Omaha World-Herald
For more information call George Kaplan, National Sales Manager, [illegible]

NEB. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Sherman	4.0	.0017	39.4	6.8	11.4	16.5	38.5	1.5	9,486	1,687	853		1,038	1,580	350
Sioux	1.8	.0007	36.2	8.5	14.2	21.1	30.5	.7	3,331	389	81	1,437		786	
Stanton	6.8	.0028	30.5	9.6	16.6	17.5	25.0	2.4	6,426	906	2,129	235	76	455	
Thayer	7.4	.0031	40.6	7.3	13.0	16.0	40.4	2.8	40,928	9,863	2,760	1,595	106	8,125	1,991
Thomas	1.0	.0004	32.7	8.8	16.4	19.9	26.4	.4	3,478	467	384			1,425	
Thurston	7.3	.0030	31.9	9.1	13.8	17.2	28.5	2.4	33,114	6,334	1,571	730	801	7,122	1,085
Valley	5.9	.0024	38.6	7.5	13.4	16.3	37.8	2.3	27,077	6,201	1,427	2,607	368	5,301	1,186
Wayne	10.0	.0041	29.7	22.3	13.0	15.9	27.2	3.4	40,393	8,137	4,527	4,689	949	12,451	1,390
Webster	4.6	.0019	43.2	5.9	11.0	17.2	42.6	1.9	13,828	1,273	1,255		790	4,499	1,020
Wheeler	1.0	.0004	30.9	9.5	15.8	15.5	28.1	.4	940	341	487				
York	15.0	.0062	33.8	10.5	15.9	17.7	30.4	5.7	90,019	17,997	8,997	7,807	1,537	25,063	2,311
TOTAL METRO COUNTIES	**756.0**	**.3109**	**30.2**	**13.5**	**19.4**	**18.7**	**22.0**	**284.5**	**4,630,528**	**874,720**	**504,320**	**648,213**	**344,180**	**1,017,062**	**141,045**
TOTAL STATE	**1,624.6**	**.6680**	**32.1**	**11.7**	**17.0**	**18.0**	**27.0**	**612.5**	**9,215,145**	**1,769,929**	**896,168**	**1,118,497**	**536,078**	**2,189,686**	**263,475**

NEB.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
LINCOLN	**2,968,763**	**27,552**	**21.0**	**28.2**	**18.9**	**17.7**	**.0902**
Lancaster	2,968,763	27,552	21.0	28.2	18.9	17.7	.0902
• Lincoln	2,639,010	27,026	21.5	27.9	18.6	17.3	.0821
SUBURBAN TOTAL	329,753	31,701	16.2	31.3	21.9	21.2	.0081
OMAHA	**8,454,764**	**27,889**	**20.4**	**28.0**	**18.9**	**18.2**	**.2746**
Douglas	6,051,369	28,386	19.9	25.6	18.6	19.9	.1977
• Omaha	5,017,562	26,205	21.4	26.7	17.0	18.0	.1723
Sarpy	1,227,959	31,266	18.9	32.3	22.7	19.2	.0351
Washington	182,400	24,582	22.3	33.0	16.4	10.4	.0054
Pottawattamie, Iowa	*993,036*	*23,282*	*24.0*	*30.1*	*17.0*	*10.1*	*.0364*
• Council Bluffs	*640,122*	*21,967*	*25.5*	*29.6*	*16.2*	*8.5*	*.0261*
SUBURBAN TOTAL	2,797,080	32,712	16.6	30.4	23.7	21.6	.0762
OTHER COUNTIES							
Adams	345,828	21,068	25.0	30.2	13.8	8.5	.0121
Antelope	64,022	14,009	29.3	21.1	7.7	4.4	.0026
Arthur	4,720	15,429	32.5	21.0	7.0	7.5	.0001
Banner	7,608	16,300	40.0	23.0	9.7	6.3	.0002
Blaine	4,937	11,667	37.0	14.0	3.0	4.0	.0003
Boone	49,648	11,949	29.0	19.5	4.3	4.9	.0022
Box Butte	157,438	22,046	25.6	32.2	15.5	7.1	.0052
Boyd	17,441	9,395	32.3	10.9	1.8	1.5	.0006
Brown	29,563	12,000	33.7	17.9	3.4	3.6	.0013
Buffalo	415,632	21,785	25.9	29.1	14.6	10.4	.0151
Burt	76,486	15,459	32.4	24.4	7.5	4.9	.0028
Butler	71,043	15,120	31.2	25.0	6.4	4.8	.0023
Cass	234,913	22,887	26.0	32.0	16.7	8.1	.0069
Cedar	84,181	13,785	32.4	20.2	6.6	5.4	.0028
Chase	42,013	16,151	29.4	26.1	8.4	5.1	.0017
Cherry	52,513	13,730	38.7	17.8	6.3	4.3	.0024
Cheyenne	119,236	22,078	22.9	28.8	14.5	10.7	.0056
Clay	69,700	17,386	29.2	28.0	10.3	4.9	.0023
Colfax	87,963	16,952	29.6	26.1	9.6	6.3	.0029

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Cuming	90,973	15,901	32.2	26.4	7.4	5.6	.0038
Custer	110,744	14,957	32.9	23.3	6.3	5.5	.0046
☐ Dakota	182,452	22,194	24.4	35.3	13.8	7.3	.0058
Dawes	89,931	16,851	28.0	24.2	10.0	8.6	.0034
Dawson	237,353	21,470	27.1	33.6	13.7	6.5	.0088
Deuel	26,098	19,065	31.7	29.9	9.8	7.4	.0012
Dixon	52,901	13,558	31.4	22.0	6.3	4.3	.0017
Dodge	393,023	21,004	26.3	29.6	14.0	8.5	.0141
Dundy	28,707	16,656	28.6	25.8	8.4	6.4	.0010
Fillmore	68,583	16,842	33.2	26.5	8.7	5.1	.0026
Franklin	39,300	16,140	30.3	25.5	7.2	6.0	.0012
Frontier	35,069	17,634	30.5	25.9	9.0	8.4	.0011
Furnas	52,753	14,348	32.4	22.9	7.4	3.1	.0021
Gage	250,823	20,170	27.7	28.5	13.0	8.9	.0088
Garden	22,583	15,703	34.5	25.3	7.8	4.5	.0007
Garfield	15,049	10,714	33.1	14.5	4.7	1.2	.0009
Gosper	19,292	17,696	29.0	27.7	10.0	6.3	.0006
Grant	5,619	14,077	38.1	20.3	8.0	1.3	.0003
Greeley	21,538	11,587	27.9	20.2	3.7	4.4	.0008
Hall	549,597	21,802	25.9	31.2	14.4	8.6	.0210
Hamilton	82,726	18,202	33.4	30.7	8.5	5.8	.0027
Harlan	41,273	17,333	26.5	24.9	10.9	6.9	.0015
Hayes	13,029	16,909	32.2	21.8	12.2	10.0	.0005
Hitchcock	32,969	16,275	33.4	25.6	8.3	4.5	.0009
Holt	94,705	13,266	34.2	20.4	5.6	3.2	.0044
Hooker	6,003	11,000	36.5	16.0	1.8	1.0	.0003
Howard	46,172	14,087	36.7	22.4	6.2	2.8	.0018
Jefferson	91,854	17,836	29.3	27.5	11.3	5.0	.0033
Johnson	42,772	14,985	31.8	23.9	7.2	5.3	.0015
Kearney	73,945	20,586	28.1	29.4	13.0	9.2	.0024
Keith	113,305	23,655	24.4	31.9	15.6	11.2	.0048
Keya Paha	10,205	12,783	34.0	17.0	5.2	6.6	.0003

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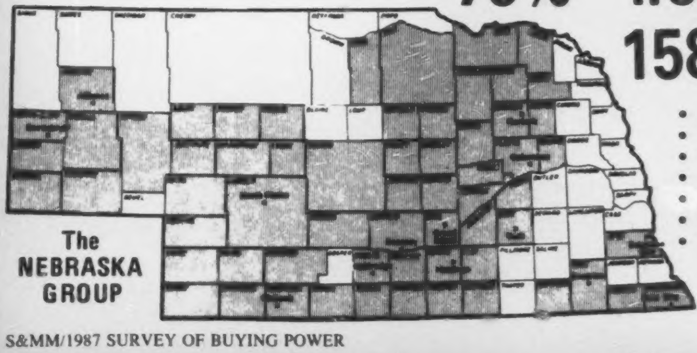

NEB. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Kimball	58,594	22,590	25.9	29.2	13.6	12.2	.0020
Knox	84,861	14,486	31.4	21.5	8.3	4.8	.0029
Lincoln	401,400	24,262	22.6	32.7	17.7	9.8	.0143
Logan	6,460	11,737	36.5	14.2	5.3	2.0	.0002
Loup	7,164	17,000	32.6	26.0	8.7	5.7	.0001
McPherson	4,100	14,143	31.0	26.5	1.0	6.0	.0002
Madison	364,718	21,372	25.5	29.4	14.5	9.4	.0133
Merrick	68,767	16,681	31.2	30.7	6.4	3.1	.0027
Morrill	39,506	11,620	32.8	18.1	4.3	2.2	.0015
Nance	37,362	14,806	32.3	23.7	6.8	4.1	.0011
Nemaha	103,162	22,012	22.9	27.0	15.3	12.8	.0030
Nuckolls	51,538	14,922	35.8	23.1	6.5	3.2	.0020
Otoe	164,140	19,963	26.1	29.2	12.5	8.2	.0059
Pawnee	29,726	13,940	31.4	21.6	6.9	3.9	.0011
Perkins	46,221	22,800	22.8	26.9	14.9	13.9	.0012
Phelps	110,678	21,556	25.2	28.2	15.6	9.8	.0044
Pierce	61,033	14,359	35.5	24.3	4.5	3.8	.0024
Platte	295,963	21,436	25.6	32.5	13.9	7.2	.0104
Polk	47,699	15,260	33.6	24.8	7.6	3.7	.0017
Red Willow	140,376	20,267	27.6	27.6	13.7	9.3	.0054
Richardson	85,776	13,606	33.8	20.1	6.9	3.5	.0035
Rock	20,593	16,206	36.0	22.9	8.4	6.0	.0007
Saline	139,275	20,467	24.3	30.6	13.0	7.4	.0045
Saunders	174,305	18,932	29.6	29.9	11.8	5.5	.0059
Scotts Bluff	386,490	19,780	28.8	28.9	12.2	8.3	.0146
Seward	186,228	23,422	24.0	32.5	14.8	11.3	.0058
Sheridan	60,421	13,896	27.6	23.4	6.8	5.6	.0025
Sherman	23,830	12,074	36.1	18.8	3.1	1.4	.0009
Sioux	19,048	18,905	30.3	26.3	11.9	8.7	.0005
Stanton	52,756	17,108	31.3	28.3	9.5	3.3	.0016
Thayer	65,245	17,075	29.9	28.6	7.5	5.9	.0026
Thomas	8,833	15,667	37.3	25.9	5.0	5.3	.0002
Thurston	54,413	15,831	32.3	23.5	8.4	5.9	.0022
Valley	45,232	13,648	34.1	20.2	6.4	3.8	.0019
Wayne	94,364	19,299	27.4	26.9	13.5	8.2	.0031
Webster	37,447	13,672	29.8	22.9	6.5	3.3	.0014
Wheeler	9,721	17,667	37.4	27.0	6.8	6.8	.0002
York	158,055	20,240	28.0	29.2	13.3	8.1	.0057
TOTAL METRO COUNTIES	**10,612,943**	**28,212**	**20.2**	**28.0**	**19.0**	**18.7**	**.3342**
TOTAL STATE	**19,052,522**	**22,446**	**24.6**	**27.7**	**15.0**	**12.6**	**.6403**

NEVADA

NEV.
S&MM ESTIMATES

POPULATION—12/31/86

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
LAS VEGAS	**565.2**	**.2324**	**31.8**	**11.5**	**19.2**	**22.3**	**21.6**	**228.7**
Clark	565.2	.2324	31.8	11.5	19.2	22.3	21.6	228.7
• Las Vegas	191.9	.0789	32.1	11.2	18.5	21.9	22.8	78.0
North Las Vegas	48.7	.0200	25.7	13.7	18.1	18.6	14.5	16.0
SUBURBAN TOTAL	373.3	.1535	31.6	11.7	19.6	22.5	20.9	150.7
RENO	**224.8**	**.0925**	**32.7**	**12.2**	**20.9**	**21.8**	**23.4**	**95.9**
Washoe	224.8	.0925	32.7	12.2	20.9	21.8	23.4	95.9
• Reno	111.7	.0459	33.3	13.9	21.5	20.0	26.3	52.2
Sparks	51.3	.0211	31.4	11.9	21.2	21.8	20.5	20.5
SUBURBAN TOTAL	113.1	.0466	32.1	10.5	20.2	23.5	20.6	43.7
OTHER COUNTIES								
Carson City	37.3	.0153	34.2	10.0	18.6	22.3	26.2	15.3
Carson City	37.3	.0153	34.2	10.0	18.6	22.3	26.2	15.2
Churchill	16.1	.0066	33.0	11.1	15.6	19.6	27.3	6.2
Douglas	24.3	.0100	33.7	7.8	21.5	23.2	24.1	9.8
Elko	22.0	.0090	32.1	9.3	17.2	21.6	23.3	8.8
Esmeralda	1.2	.0005	36.4	8.4	15.6	19.2	32.9	.3
Eureka	1.3	.0006	31.4	10.8	17.7	20.6	23.0	.5
Humboldt	11.1	.0045	31.6	10.5	18.7	21.1	22.6	4.2
Lander	4.7	.0019	28.5	13.0	20.3	20.7	16.1	1.9
Lincoln	3.8	.0016	30.8	8.4	14.0	18.2	25.9	1.4
Lyon	17.5	.0072	34.8	8.0	15.7	20.6	29.0	6.9
Mineral	6.2	.0026	34.3	8.2	15.3	20.3	28.6	2.6

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAS VEGAS	**4,338,210**	**893,428**	**464,423**	**568,353**	**243,274**	**866,783**	**164,479**
Clark	4,338,210	893,428	464,423	568,353	243,274	866,783	164,479
• Las Vegas	1,745,071	338,624	176,537	184,226	104,887	346,766	68,033
North Las Vegas	129,600	33,553	16,967	13,695	9,278	10,158	8,001
SUBURBAN TOTAL	2,593,139	554,804	287,886	384,127	138,387	520,017	96,446
RENO	**2,021,916**	**387,092**	**177,461**	**344,209**	**79,601**	**391,849**	**60,993**
Washoe	2,021,916	387,092	177,461	344,209	79,601	391,849	60,993
• Reno	1,431,679	235,419	122,105	249,658	64,407	326,059	34,724
Sparks	361,887	99,717	28,964	75,506	9,714	44,470	15,218
SUBURBAN TOTAL	590,237	151,673	55,356	94,551	15,194	65,790	26,269
OTHER COUNTIES							
Carson City	334,303	82,815	29,707	26,815	12,913	71,722	23,858
Carson City	334,303	82,815	29,707	26,815	12,913	71,722	23,858
Churchill	99,282	30,998	8,247	1,866	3,581	26,581	188
Douglas	99,539	28,733	7,614	82	4,075	6,382	2,196
Elko	190,871	39,887	18,100	5,331	4,624	38,908	10,728
Esmeralda	6,916	101	882	1,740			
Eureka	4,211	1,394	840			419	
Humboldt	120,949	35,143	11,870	1,534	1,699	13,693	
Lander	18,439	6,459	2,915		179	1,773	1,142
Lincoln	9,191	1,885	1,184	2,265	83	421	310
Lyon	72,899	25,079	5,182	1,808	1,415	11,642	1,459
Mineral	35,624	11,122	2,224	3,153	182	4,618	590

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LAS VEGAS REVIEW-JOURNAL
*ABC Publishers Interim Statement three months ending 12/31/86

NEV. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86 | RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Nye	15.1	.0062	33.7	9.8	13.9	21.4	26.6	6.1	66,119	20,961	5,659	588	295	11,137	1,884
Pershing	3.7	.0015	33.7	10.5	15.9	20.2	27.8	1.5	43,202	7,788	4,286	1,241	125	3,167	172
Storey	1.8	.0007	34.5	10.6	18.0	22.9	26.2	.6	4,689	621	1,577		89	151	
White Pine	7.8	.0032	34.6	7.4	16.0	19.7	29.6	3.1	51,865	15,861	4,608	2,753	1,597	8,633	1,599
TOTAL METRO COUNTIES	790.0	.3249	32.1	11.7	19.8	22.1	22.0	324.6	6,360,126	1,280,520	641,884	912,562	322,875	1,258,632	225,472
TOTAL STATE	963.9	.3963	32.3	11.3	19.3	22.0	22.7	393.8	7,518,225	1,589,367	746,779	961,738	353,732	1,457,879	269,598

NEV.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
LAS VEGAS	7,016,328	24,823	24.3	28.8	16.7	14.5	.2524
Clark	7,016,328	24,823	24.3	28.8	16.7	14.5	.2524
• Las Vegas	2,330,172	23,871	23.9	27.7	16.5	13.6	.0903
North Las Vegas	414,912	21,785	27.9	31.0	14.8	8.6	.0136
SUBURBAN TOTAL	4,686,156	25,306	24.6	29.2	16.8	15.0	.1621
RENO	3,134,354	26,374	23.7	28.2	17.7	16.9	.1122
Washoe	3,134,354	26,374	23.7	28.2	17.7	16.9	.1122
• Reno	1,593,092	23,602	26.1	27.8	15.2	14.9	.0650
Sparks	664,897	28,702	22.4	28.8	22.0	16.1	.0227
SUBURBAN TOTAL	1,541,262	29,600	20.9	28.7	20.7	19.2	.0472
OTHER COUNTIES							
Carson City	479,351	26,369	22.6	29.2	17.7	15.9	.0179
Carson City	479,351	26,369	22.6	29.2	17.7	15.9	.0179
Churchill	146,476	18,213	31.0	26.5	11.2	7.2	.0057
Douglas	359,001	28,578	20.2	32.8	19.7	16.5	.0100
Elko	264,958	23,971	22.7	29.1	15.8	14.5	.0102
Esmeralda	11,969	35,000	18.0	20.3	23.3	26.7	.0005
Eureka	14,600	23,125	24.0	26.0	12.0	15.8	.0003
Humboldt	102,147	17,252	[illegible]	23.6	12.5	7.0	.0051
Lander	57,407	26,356	19.2	32.4	19.5	12.6	.0018
Lincoln	32,270	19,125	28.6	29.0	11.4	7.1	.0010
Lyon	176,851	20,790	26.7	28.3	14.6	9.0	.0059
Mineral	75,344	23,966	22.7	31.3	14.1	13.2	.0025
Nye	169,759	23,793	22.6	28.1	18.[illegible]	11.4	.0054
Pershing	44,727	22,686	22.8	26.7	11.8	17.8	.0019
Storey	18,128	25,231	24.3	30.9	17.2	12.7	.0006
White Pine	99,483	26,224	20.3	27.4	18.7	16.5	.0033
TOTAL METRO COUNTIES	10,150,682	25,282	24.2	28.6	17.0	15.2	.3646
TOTAL STATE	12,203,153	25,002	24.1	28.7	16.9	14.8	.4367

NEW HAMPSHIRE

N.H.

S&MM ESTIMATES

POPULATION—12/31/86 | RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MANCHESTER - NASHUA	314.1	.1291	31.8	10.7	18.7	20.0	24.0	115.4	2,819,697	527,182	238,121	454,989	148,367	635,480	62,715
Hillsborough	314.1	.1291	31.8	10.7	18.7	20.0	24.0	115.4	2,819,697	527,182	238,121	454,909	148,367	635,480	62,715
• Manchester	100.7	.0414	33.1	12.5	17.3	16.7	29.9	40.6	1,131,619	157,049	104,430	208,379	61,877	303,335	25,467
• Nashua	77.1	.0317	31.7	11.2	19.1	20.1	23.6	29.6	854,620	131,481	64,323	121,772	46,278	243,909	16,655
SUBURBAN TOTAL	136.3	.0560	31.0	9.2	19.3	22.4	19.8	45.2	833,458	238,652	69,368	124,838	40,212	88,236	20,593
PORTSMOUTH - DOVER - ROCHESTER	315.8	.1299	31.2	12.3	19.2	20.2	22.5	115.1	2,599,623	567,948	236,771	196,781	120,720	607,755	63,831
Rockingham	223.8	.0921	31.5	10.3	20.1	21.0	22.0	82.0	2,029,266	419,658	190,295	168,652	102,973	465,402	49,700
• Portsmouth	29.8	.0123	29.5	15.9	20.5	16.4	22.3	11.3	540,218	63,099	61,280	22,223	21,648	158,342	7,818
Strafford	92.0	.0378	30.2	17.2	16.6	18.1	23.9	33.1	570,357	148,290	46,476	28,129	17,747	142,353	14,131
• Dover	23.3	.0096	32.2	15.1	16.9	18.1	27.1	9.2	214,860	50,233	23,268	7,991	12,905	50,376	5,352
• Rochester	23.2	.0095	33.2	10.4	16.7	19.2	27.7	8.8	229,247	66,442	10,634	16,669	3,435	53,580	5,919
SUBURBAN TOTAL	239.5	.0985	31.2	11.8	19.3	21.0	21.6	85.8	1,615,298	388,174	141,589	149,898	82,732	345,457	44,742

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SOURCE: S&MM SURVEY OF BUYING POWER 1987

N.H. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86 · RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Belknap	47.0	.0193	33.9	9.2	17.4	18.9	29.3	17.9	513,126	118,811	45,944	26,584	18,514	149,881	10,273
Carroll	32.4	.0133	36.8	8.0	17.1	18.7	33.7	13.6	293,481	63,890	36,229	17,961	14,444	37,938	5,359
Cheshire	66.8	.0275	32.7	12.3	17.0	18.7	27.4	24.4	448,608	87,222	36,504	37,242	11,454	112,746	7,163
Coos	34.0	.0140	34.9	9.2	15.4	18.1	31.7	13.1	249,725	60,724	17,777	18,065	6,884	58,328	7,037
Grafton	69.1	.0284	31.6	16.0	17.3	17.8	26.3	25.5	647,680	200,653	53,580	50,734	30,399	107,300	9,930
Merrimack	108.7	.0447	32.9	10.6	18.6	19.2	26.8	40.2	780,333	209,958	69,904	71,247	18,157	180,665	16,564
Sullivan	37.2	.0153	33.6	9.1	17.4	18.6	29.0	14.7	216,720	50,955	10,586	16,578	6,919	48,423	8,603
TOTAL METRO COUNTIES	**629.9**	**.2590**	**31.5**	**11.5**	**18.9**	**20.1**	**23.2**	**230.5**	**5,419,320**	**1,095,130**	**474,892**	**651,770**	**269,087**	**1,243,235**	**126,546**
TOTAL STATE	**1,025.1**	**.4215**	**32.1**	**11.4**	**18.3**	**19.6**	**25.2**	**379.9**	**8,568,993**	**1,887,343**	**745,416**	**890,181**	**375,858**	**1,938,516**	**191,475**

N.H.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
MANCHESTER - NASHUA	**4,638,045**	**32,617**	**17.5**	**25.3**	**20.5**	**25.6**	**.1609**
Hillsborough	4,638,045	32,617	17.5	25.3	20.5	25.6	.1609
• Manchester	1,392,296	27,063	21.4	26.4	18.4	18.0	.0546
• Nashua	1,213,274	33,677	16.9	25.1	20.9	26.9	.0441
SUBURBAN TOTAL	2,032,475	37,097	14.6	24.5	22.0	31.5	.0622
PORTSMOUTH - DOVER - ROCHESTER	**4,448,276**	**31,400**	**17.7**	**26.9**	**20.9**	**22.9**	**.1535**
Rockingham	3,317,935	33,159	16.7	26.3	21.6	25.3	.1154
• Portsmouth	390,415	25,479	24.2	29.8	17.5	15.4	.0200
Strafford	1,130,341	27,152	20.3	28.5	19.1	16.8	.0381
• Dover	303,591	26,455	20.6	28.3	18.0	16.9	.0114
• Rochester	282,480	26,846	20.4	30.3	20.0	14.3	.0113
SUBURBAN TOTAL	3,471,790	33,268	16.3	26.0	21.7	25.4	.1108

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Belknap	524,817	22,583	25.7	30.3	15.8	10.5	.0230
Carroll	374,721	20,475	29.4	29.6	11.9	9.7	.0150
Cheshire	787,030	25,307	22.8	31.1	17.5	13.4	.0278
Coos	350,762	21,560	25.2	30.7	14.3	8.6	.0138
Grafton	803,623	23,022	25.7	30.1	14.5	12.8	.0323
Merrimack	1,365,672	26,560	22.3	30.6	18.2	15.6	.0476
Sullivan	409,042	22,169	26.4	31.6	15.2	8.5	.0144
TOTAL METRO COUNTIES	**9,086,321**	**32,002**	**17.6**	**26.1**	**20.7**	**24.2**	**.3144**
TOTAL STATE	**13,701,988**	**28,238**	**20.4**	**27.9**	**18.8**	**19.5**	**.4883**

NEW JERSEY

N.J.
S&MM ESTIMATES

POPULATION—12/31/86 · RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ATLANTIC CITY	**307.4**	**.1263**	**36.2**	**10.4**	**15.1**	**17.1**	**34.4**	**120.5**	**2,515,590**	**534,234**	**326,016**	**215,750**	**109,435**	**488,551**	**80,423**
Atlantic	211.2	.0868	35.0	10.7	15.6	17.6	32.3	80.8	1,671,907	316,540	187,963	164,758	82,321	299,435	51,217
• Atlantic City	38.0	.0156	40.8	9.7	12.6	14.8	41.1	16.4	426,392	37,425	65,366	17,200	6,728	68,424	12,798
Cape May	96.2	.0395	39.3	9.8	14.2	15.8	39.0	39.7	843,683	217,694	138,053	50,992	27,114	189,116	29,206
SUBURBAN TOTAL	269.4	.1107	35.7	10.6	15.5	17.4	33.4	104.1	2,089,198	496,809	260,650	198,550	102,707	420,127	67,625
BERGEN - PASSAIC	**1,302.9**	**.5358**	**36.0**	**9.9**	**16.0**	**20.9**	**30.6**	**482.4**	**11,076,650**	**2,077,593**	**931,496**	**1,237,015**	**777,687**	**2,317,919**	**329,990**
Bergen	842.2	.3463	37.3	9.6	15.7	21.6	31.9	316.8	7,871,374	1,560,162	635,165	797,283	560,513	1,765,557	259,086
Passaic	460.7	.1895	33.7	10.6	16.5	19.7	28.1	165.6	3,205,276	517,431	296,331	439,732	217,174	552,362	70,904
Clifton	76.6	.0315	40.9	10.1	15.9	17.2	39.8	31.2	600,878	127,031	70,809	23,214	14,424	132,816	11,745
Passaic	54.9	.0226	32.3	10.5	17.0	18.4	27.1	21.1	228,935	18,792	17,263	6,020	13,386	27,338	8,196
• Paterson	139.2	.0572	30.0	11.2	17.0	18.1	23.4	48.8	514,132	109,341	34,656	30,000	37,623	115,982	18,529
Wayne Township	48.7	.0200	36.7	9.9	13.4	24.5	28.3	15.7	949,252	78,434	85,075	342,428	82,886	113,622	10,989
SUBURBAN TOTAL	1,163.7	.4786	36.8	9.8	15.9	21.1	31.5	433.6	10,562,518	1,968,252	896,840	1,207,015	740,064	2,201,937	311,461

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N.J. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
JERSEY CITY	**556.2**	**.2287**	**34.3**	**10.7**	**16.7**	**19.3**	**29.5**	**214.9**	**2,818,105**	**751,625**	**209,644**	**133,299**	**158,274**	**501,225**	**99,082**
Hudson	556.2	.2287	34.3	10.7	16.7	19.3	29.5	214.9	2,818,105	751,625	209,644	133,299	158,274	501,225	99,082
Bayonne	63.9	.0263	37.8	10.4	16.5	17.0	36.2	25.8	305,498	94,675	31,900	1,651	25,221	14,631	17,151
• Hoboken	41.7	.0171	30.6	13.4	19.5	17.8	23.6	15.6	150,498	73,440	19,140	3,437	5,084	4,508	7,242
• Jersey City	220.6	.0907	32.2	10.8	16.9	18.1	27.1	82.4	1,044,156	234,728	71,637	52,944	47,480	276,990	34,151
North Bergen Township	47.9	.0197	38.3	9.7	16.6	20.4	34.3	19.7	255,751	101,658	20,457	4,340	14,633	38,847	6,245
Union City	56.9	.0234	34.9	10.9	15.4	22.3	27.6	22.0	301,202	53,890	16,135	27,242	16,633	72,071	10,953
SUBURBAN TOTAL	293.9	.1209	36.8	10.3	16.1	20.5	32.1	116.9	1,623,451	443,457	118,867	76,918	105,710	219,727	57,689
MIDDLESEX - SOMERSET - HUNTERDON	**945.7**	**.3888**	**33.3**	**11.6**	**17.4**	**21.8**	**25.2**	**332.5**	**7,069,836**	**1,525,634**	**540,468**	**770,813**	**560,420**	**1,389,367**	**193,168**
Hunterdon	99.6	.0410	33.9	8.6	17.[illegible]	24.7	23.4	34.0	639,944	131,910	52,484	25,411	43,272	106,819	15,209
Middlesex	630.1	.2590	32.7	12.8	17.6	20.7	25.4	222.2	4,495,847	951,375	341,828	586,326	400,086	742,588	134,300
Edison Township	78.0	.0321	33.3	11.2	18.4	22.1	24.9	27.8	702,253	81,725	46,065	65,842	131,893	119,079	24,291
• New Brunswick	42.2	.0174	25.6	29.6	16.9	12.4	21.7	14.5	258,125	14,928	20,456	57,577	11,933	55,765	5,759
Old Bridge Township	55.3	.0227	31.1	11.3	18.5	22.8	19.9	19.1	146,417	40,897	13,509	3,859	4,961	39,497	10,727
• Perth Amboy	38.8	.0160	34.0	10.6	16.0	17.3	31.1	14.5	212,393	51,331	17,120	15,426	15,394	62,086	6,195
Piscataway Township	43.4	.0178	28.3	19.8	19.7	21.1	15.8	13.6	73,722	9,798	17,153		7,468	8,605	1,152
Woodbridge Township	95.1	.0391	34.5	11.8	17.5	20.9	28.2	33.0	1,054,518	197,128	75,558	233,428	72,607	120,346	21,849
Somerset	216.0	.0888	34.8	9.6	16.8	23.7	25.9	76.3	1,934,045	442,349	146,156	159,076	117,062	539,960	43,659
SUBURBAN TOTAL	864.7	.3554	33.6	10.8	17.3	22.5	25.2	303.5	6,599,318	1,459,375	502,892	697,810	533,093	1,271,516	181,214

The Big Tomato...ripe for picking

Monmouth-Ocean, N.J. is in the top 35 in spending power and the top 50 in size.

- #49 Population
- #21 AVG HH EBI
- #16 Per Capita EBI
- #36 HH with EBI $50,000+
- #46 Number of Households

For additional information, call The Asbury Park Press National Advertising Dept. at 201-922-6000, or any Sawyer • Ferguson • Walker office.

THE ASBURY PARK PRESS

S&MM 1987

If money could buy happiness, Bergen/Passaic could afford it.

Annually, Bergen/Passaic residents purchase $20.7 billion worth of retail merchandise. And while this may not buy happiness, spending does seem to keep this wealthy and desirable market occupied.

Whether these shopping-happy consumers are buying a new car, looking for vacation spots, or updating a wardrobe, they look to The Record, faithfully. And with your advertising dollars targeted in The Record, New Jersey's largest evening newspaper, your message reaches over 439,000 of Bergen/Passaic's distinctly upscale residents daily. Which means you capture the sixth largest market in America for percentage of households with EBI's of $50,000 and over. And for 65 percent of these readers, The Record is their exclusive newspaper.

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The Record
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150 River Street, Hackensack, N.J. 07601 (201) 646-4259
1350 Route 23, Wayne, N.J. 07470 (201) 628-6183

Sources: The Scarborough Report, 1986 © S&MM Survey of Buying Power, 1986 National Representative: Sawyer-Ferguson-Walker Co.

N.J. (cont.)
S&MM ESTIMATES

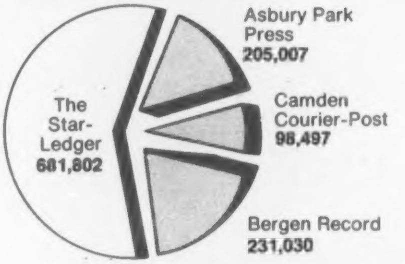
METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MONMOUTH - OCEAN	**957.2**	**.3935**	**35.5**	**8.6**	**15.7**	**19.5**	**31.2**	**360.5**	**6,620,082**	**1,447,305**	**559,609**	**610,843**	**303,854**	**1,852,298**	**182,629**
Monmouth	549.2	.2258	34.3	9.3	16.0	21.6	27.3	198.0	3,805,646	824,071	354,580	368,714	193,022	992,665	100,709
Middletown Township	70.5	.0290	33.5	9.0	15.2	23.3	24.6	22.7	266,807	86,668	19,509	32,449	18,946	31,871	13,307
Ocean	408.0	.1677	37.7	7.6	15.2	16.8	36.5	162.5	2,814,436	623,234	205,029	242,129	110,832	859,633	81,920
Brick Township	63.4	.0261	34.0	8.4	17.4	19.0	29.2	24.0	376,891	114,167	17,265	41,881	28,066	82,140	7,457
Dover Township	75.0	.0308	35.3	8.0	15.2	20.9	29.6	27.9	887,415	145,801	41,479	140,404	39,203	323,929	18,430
SUBURBAN TOTAL	957.2	.3935	35.5	8.6	15.7	19.5	31.2	360.5	6,620,082	1,447,305	559,609	610,843	303,854	1,852,298	182,629
NEWARK	**1,899.3**	**.7809**	**34.2**	**9.7**	**16.6**	**21.2**	**27.4**	**687.7**	**12,033,488**	**2,645,072**	**1,030,981**	**1,021,168**	**801,449**	**2,676,131**	**384,153**
Essex	842.4	.3463	33.6	10.1	16.4	20.1	27.6	310.2	5,090,424	1,122,820	450,839	542,227	362,082	906,803	195,065
Bloomfield Township	47.6	.0196	38.3	9.9	17.3	18.3	36.0	19.3	342,648	80,700	23,335	3,897	10,975	91,462	19,349
East Orange	78.4	.0322	31.7	10.8	19.0	20.2	23.5	30.3	208,688	81,382	19,326	2,691	5,191	25,486	10,019
Irvington Township	62.8	.0258	34.2	9.6	18.9	18.2	30.2	26.3	246,100	54,564	17,943	5,192	13,987	58,698	14,737
• Newark	320.9	.1319	29.7	11.1	15.9	19.5	[illegible]	112.6	1,057,078	188,388	145,734	126,889	97,370	80,644	56,828
Morris	426.0	.1752	33.7	9.4	17.3	24.2	23.6	146.6	3,297,566	756,307	268,319	362,372	203,833	731,710	72,959
Parsippany - Troy Hills Township	51.1	.0210	32.5	10.3	21.8	24.3	20.2	19.0	315,001	95,982	32,802	25,696	22,358	61,158	7,193
Sussex	128.1	.0527	31.4	7.9	20.1	22.3	20.6	43.3	560,572	150,339	40,322	24,302	17,575	148,327	15,847
Union	502.8	.2067	36.7	9.8	15.5	20.4	32.0	187.6	3,084,926	615,606	271,501	92,267	217,959	889,291	100,282
• Elizabeth	107.4	.0442	34.4	10.9	16.6	19.3	29.7	41.5	500,864	113,840	42,640	8,471	32,969	119,639	19,488
Plainfield	46.8	.0192	31.6	10.5	18.0	20.2	23.6	16.7	196,070	23,626	12,916	11,624	11,029	58,936	10,324
Union Township	50.6	.0208	42.9	10.0	13.3	18.2	41.5	19.5	528,893	91,817	40,139	5,318	64,623	143,022	14,279
SUBURBAN TOTAL	1,471.0	.6048	35.1	9.4	16.7	21.6	28.5	533.6	10,475,546	2,342,844	842,607	885,808	671,110	2,475,848	307,837
TRENTON	**319.8**	**.1315**	**33.9**	**12.0**	**16.9**	**19.9**	**28.1**	**115.1**	**2,300,232**	**480,021**	**201,862**	**299,001**	**127,858**	**424,432**	**78,044**
Mercer	319.8	.1315	33.9	12.0	16.9	19.9	28.1	115.1	2,300,232	480,021	201,862	299,001	127,858	424,432	78,044
Hamilton Township	86.1	.0354	35.6	9.8	17.2	20.6	30.3	31.9	593,423	201,618	45,514	45,826	17,170	132,567	22,525
• Trenton	93.5	.0384	32.2	11.1	17.0	16.6	28.7	34.5	361,881	34,904	50,503	24,465	42,631	16,145	14,562
SUBURBAN TOTAL	226.3	.0931	34.6	12.4	16.6	21.3	28.0	80.6	1,938,351	445,117	151,359	274,536	85,227	408,287	63,482

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

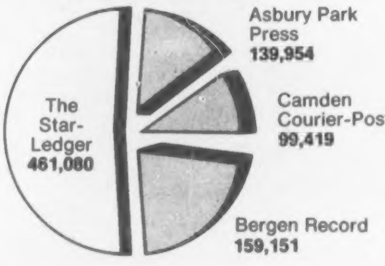
#1 Circulation in New Jersey

The Star-Ledger dominates New Jersey with more daily and Sunday circulation than the next 3 newspapers in the State, combined.

Sunday Circulation



Daily Circulation



For more information about The Star-Ledger's selling power, contact Fredric Marks, National Advertising Manager, (201) 877-5864.

The Star-Ledger
New Jersey's Largest Newspaper
Star-Ledger Plaza, Newark, N.J. 07101
Represented Nationally by Newhouse Newspapers

Source: ABC FasFax 3/31/87

N.J. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
VINELAND - MILLVILLE - BRIDGETON	**138.7**	**.0571**	**32.8**	**9.7**	**16.2**	**19.2**	**27.3**	**47.9**	**808,140**	**211,253**	**48,447**	**80,723**	**30,454**	**189,351**	**28,439**
Cumberland	138.7	.0571	32.8	9.7	16.2	19.2	27.3	47.9	808,140	211,253	48,447	80,723	30,454	189,351	28,439
• Bridgeton	19.3	.0079	31.9	10.7	14.8	15.6	29.8	7.0	152,631	28,262	12,252	2,588	3,016	40,693	8,968
• Millville	26.2	.0108	32.5	10.0	17.0	18.8	27.1	10.0	143,556	32,372	6,987	1,602	4,090	64,012	3,638
• Vineland	55.1	.0227	32.9	9.7	16.4	19.7	26.8	18.5	446,342	120,918	26,275	71,928	19,682	76,207	14,399
SUBURBAN TOTAL	38.1	.0157	33.4	9.1	16.0	20.6	26.8	12.4	65,611	29,701	2,933	4,605	3,666	8,439	1,434
OTHER COUNTIES															
☐ Burlington	394.2	.1621	31.3	11.9	17.7	21.5	22.0	132.4	2,300,973	391,616	207,515	286,736	101,549	733,507	49,117
☐ Camden	489.1	.2011	32.6	10.3	17.1	19.4	26.5	178.1	3,255,466	633,562	269,643	353,886	187,935	746,908	115,836
• Camden	83.2	.0342	27.7	11.3	14.9	15.7	23.5	29.1	210,611	52,202	25,478	7,885	5,495	8,038	19,838
Cherry Hill Township	70.2	.0289	36.3	8.5	13.2	25.8	26.7	23.6	922,793	96,995	64,989	142,614	63,046	297,147	21,460
Gloucester Township	49.4	.0203	30.0	10.7	22.0	20.2	18.9	17.3	120,851	46,812	9,789	6,619	2,082	5,911	4,049
☐ Gloucester	219.1	.0901	31.3	11.3	17.8	19.9	23.4	75.4	1,386,494	295,270	83,111	232,754	38,155	349,251	38,870
☐ Salem	68.1	.0280	33.4	9.4	16.1	19.5	28.0	24.7	242,026	52,277	20,021	13,001	12,424	63,942	9,496
☐ Warren	89.6	.0368	33.9	9.4	16.9	20.3	27.8	32.7	560,879	120,727	34,801	25,825	15,138	142,591	17,784
TOTAL METRO COUNTIES	**7,687.3**	**3.1607**	**34.2**	**10.2**	**16.6**	**20.5**	**28.1**	**2,804.8**	**52,987,961**	**11,166,189**	**4,463,614**	**5,280,814**	**3,224,632**	**11,875,473**	**1,607,031**
TOTAL STATE	**7,687.3**	**3.1607**	**34.2**	**10.2**	**16.6**	**20.5**	**28.1**	**2,804.8**	**52,987,961**	**11,166,189**	**4,463,614**	**5,280,814**	**3,224,632**	**11,875,473**	**1,607,031**

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The Trentonian

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(SEE PAGE B-26)

NEW JERSEY'S RICHEST MARKET

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MIDDLESEX
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OCEAN

Median Household EBI...$37,433

The Middlesex-Somerset-Hunterdon PMSA ranks first in New Jersey and fourth in the nation with a Median Household EBI of $37,433. What's more, this all-important part of the New York A.D.I. boasts a population of over 945,000 and accounts for more than $7 billion in total retail sales.

And, no one reaches this affluent PMSA better than Jersey 2. We're the dominant daily newspaper buy within the best slice of the New York A.D.I. Call today:

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National Representatives
Sawyer-Ferguson-Walker
Gannett Media Sales

Jersey 2

the best slice of the New York A.D.I.

Sources: Scarborough Report of New York A.D.I., 1986
S&MM's 1987 Survey of Buying Power

All Jersey 2 newspapers will have Sunday editions beginning in the Fall of 1987.

N.J.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ATLANTIC CITY	**3,746,771**	**21,815**	**25.9**	**26.3**	**14.6**	**13.1**	**.1391**
Atlantic	2,532,446	22,315	24.7	26.0	15.5	13.3	.0936
• Atlantic City	369,230	14,136	28.5	20.0	8.8	6.6	.0180
Cape May	1,214,325	20,975	28.4	26.8	13.0	12.6	.0455
SUBURBAN TOTAL	3,377,541	23,209	25.5	27.2	15.6	14.1	.1211
BERGEN - PASSAIC	**22,157,291**	**34,860**	**15.6**	**22.7**	**19.2**	**30.6**	**.7039**
Bergen	16,043,912	39,059	13.8	21.5	19.9	35.8	.4984
Passaic	6,113,379	27,973	19.1	25.1	18.0	20.5	.2055
Clifton	1,247,407	31,261	18.0	25.8	19.7	23.7	.0394
Passaic	590,673	19,193	24.5	24.5	12.9	10.8	.0191
• Paterson	1,317,600	18,943	24.8	25.4	12.2	10.1	.0440
Wayne Township	871,036	44,981	9.6	20.1	22.2	42.5	.0379
SUBURBAN TOTAL	20,839,691	36,922	14.5	22.4	20.0	32.9	.6599
JERSEY CITY	**6,526,609**	**21,959**	**22.6**	**25.3**	**15.0**	**13.6**	**.2125**

Reach the Greenest Coverage in the Garden State in the Daily Record.

Daily Record

Morris County's $52,541 is the highest EBI per household in New Jersey
(Source: 1986 SM&M Survey of Buying Power)

Morris County is currently #2 in U.S. median EBI per household at $42,445
(Source: 1986 SM&M Survey of Buying Power)

Morris County is #1 in median household income in the New York ADI
(Source: 1986 SM&M Survey of Buying Power)

58% of all adults earning $50,000 plus per year in Morris County read the Daily Record (Source: Belden Associates, 1985)

The Daily Record reaches the richest county in New Jersey and one of the richest counties in the U.S.

For the Greenest Coverage in the Garden State

The Daily Record A Colorful Part of Your Life

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Its more than $15 billion in EBI, $7 billion in Total Retail Sales, and $1.5 billion in Food Sales can be easily reached by using The Central New Jersey Home News.

We deliver the largest audience of any newspaper serving this prime market exclusively: 133,000 adults every day
162,000 adults every Sunday

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The Central New Jersey Home News

P.O. Box 551
New Brunswick, N.J. 08903
(201) 246-5600 (201) 246-5604

National Representatives
Sawyer-Ferguson-Walker

Sources: Scarborough Report of New York A.D.I. 1986
S&MM's 1987 Survey of Buying Power

N.J. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Hudson	6,526,609	21,959	22.6	25.3	15.0	13.6	.2125
Bayonne	897,118	26,207	20.6	25.4	17.2	18.4	.0265
• Hoboken	423,150	18,475	25.5	24.2	11.7	10.5	.0136
• Jersey City	2,317,173	19,774	24.4	24.6	13.4	11.5	.0782
North Bergen Township	650,258	25,700	19.3	26.3	17.6	16.0	.0200
Union City	583,418	19,231	26.3	25.7	13.0	9.4	.0206
SUBURBAN TOTAL	3,786,286	24,212	20.9	25.9	16.6	15.4	.1207
MIDDLESEX - SOMERSET - HUNTERDON	**15,543,957**	**37,433**	**13.4**	**23.6**	**22.2**	**31.6**	**.4821**
Hunterdon	1,719,660	39,877	12.4	22.4	21.3	36.1	.0501
Middlesex	9,860,339	35,928	14.1	24.4	22.8	28.8	.3084
Edison Township	1,356,751	39,549	10.8	25.4	24.3	33.2	.0434
• New Brunswick	468,829	21,278	25.2	25.6	13.6	13.4	.0166
Old Bridge Township	850,428	37,258	12.5	25.4	25.2	29.0	.0218
• Perth Amboy	451,806	22,546	21.7	24.7	16.9	13.4	.0151
Piscataway Township	654,078	38,963	12.3	24.2	26.0	31.2	.0160
Woodbridge Township	1,506,879	38,101	12.8	23.9	24.8	30.7	.0545
Somerset	3,963,958	41,325	12.0	21.7	21.4	37.6	.1236
SUBURBAN TOTAL	14,623,322	38,951	12.5	23.5	22.9	33.3	.4504
MONMOUTH - OCEAN	**14,837,079**	**30,927**	**19.3**	**24.7**	**18.8**	**24.8**	**.4621**
Monmouth	8,888,631	33,832	16.6	23.1	18.8	29.4	.2716
Middletown Township	1,217,356	43,337	10.5	19.3	22.0	39.9	.0316
Ocean	5,948,448	27,693	22.6	26.9	18.7	19.0	.1905
Brick Township	945,312	32,081	18.4	26.7	22.8	21.7	.0287
Dover Township	1,122,082	30,988	20.0	25.2	19.9	23.4	.0430
SUBURBAN TOTAL	14,837,079	30,927	19.3	24.7	18.8	24.8	.4621
NEWARK	**29,690,744**	**32,145**	**16.5**	**22.7**	**18.1**	**27.8**	**.8986**
Essex	11,426,688	24,947	19.8	22.9	14.9	20.7	.3644
Bloomfield Township	754,321	31,155	18.3	26.6	20.4	23.1	.0235
East Orange	907,758	21,101	24.0	24.9	14.0	13.6	.0259
Irvington Township	785,634	22,646	22.2	27.4	16.0	12.6	.0233
• Newark	2,749,805	16,114	24.1	22.0	11.1	8.6	.0940
Morris	8,178,670	44,930	10.2	20.2	21.3	42.7	.2392
Parsippany - Troy Hills Township	973,332	41,801	10.6	24.0	23.7	37.1	.0269
Sussex	1,951,143	36,562	13.2	25.8	24.1	28.9	.0546
Union	8,134,243	33,105	16.5	23.8	19.4	27.7	.2404
• Elizabeth	1,321,028	23,369	22.2	27.3	16.2	13.6	.0412
Plainfield	613,642	28,134	19.3	25.7	18.4	20.4	.0181
Union Township	822,978	34,198	16.6	23.8	21.0	27.7	.0287
SUBURBAN TOTAL	25,619,911	36,893	14.4	22.5	19.7	33.0	.7634
TRENTON	**5,049,666**	**32,805**	**17.0**	**23.3**	**18.6**	**27.9**	**.1578**
Mercer	5,049,666	32,805	17.0	23.3	18.6	27.9	.1578
Hamilton Township	1,347,807	35,158	14.9	25.5	23.3	27.0	.0417
• Trenton	1,032,482	21,014	24.0	25.0	13.7	13.2	.0324
SUBURBAN TOTAL	4,017,184	38,321	14.0	22.6	20.7	34.2	.1254
VINELAND - MILLVILLE - BRIDGETON	**1,500,316**	**23,267**	**23.7**	**28.9**	**15.7**	**12.7**	**.0529**
Cumberland	1,500,316	23,267	23.7	28.9	15.7	12.7	.0529
• Bridgeton	180,999	18,727	26.5	27.1	10.9	8.3	.0077
• Millville	314,590	24,811	21.5	30.9	16.9	12.3	.0104
• Vineland	608,743	24,209	23.8	28.9	16.2	14.1	.0238
SUBURBAN TOTAL	395,984	23,913	23.4	28.9	16.4	13.3	.0110
OTHER COUNTIES							
☐ Burlington	5,604,817	32,965	17.1	27.1	21.9	24.4	.1732
☐ Camden	6,472,120	27,578	20.0	25.9	18.0	19.7	.2148
• Camden	615,581	14,403	28.1	21.3	9.2	5.0	.0214
Cherry Hill Township	1,258,564	44,395	11.4	18.3	21.9	41.3	.0456
Gloucester Township	661,362	31,375	17.5	29.4	22.3	20.4	.0176
☐ Gloucester	2,759,251	30,210	18.6	28.0	22.4	18.1	.0924
☐ Salem	988,563	32,766	17.8	22.1	22.3	24.4	.0270
☐ Warren	1,208,784	29,113	19.3	29.2	20.2	18.6	.0391
TOTAL METRO COUNTIES	**116,085,968**	**31,273**	**17.7**	**24.2**	**18.8**	**25.3**	**3.6555**
TOTAL STATE	**116,085,968**	**31,273**	**17.7**	**24.2**	**18.8**	**25.3**	**3.6555**

NEW MEXICO

N.M.
S&MM ESTIMATES

POPULATION—12/31/86 · RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
ALBUQUERQUE	**476.5**	**.1959**	**30.3**	**12.7**	**19.9**	**19.7**	**21.0**	**181.7**	**3,020,801**	**604,471**	**344,912**	**373,731**	**193,817**	**666,077**	**87,758**
Bernalillo	476.5	.1959	30.3	12.7	19.9	19.7	21.0	181.7	3,020,801	604,471	344,912	373,731	193,817	666,077	87,758
• Albuquerque	367.0	.1509	30.7	12.8	20.3	19.6	21.7	145.6	2,823,679	520,847	319,686	369,704	186,998	656,616	77,996
SUBURBAN TOTAL	109.5	.0450	29.0	12.4	18.2	20.3	18.7	36.1	197,122	83,624	25,226	4,027	6,819	9,461	9,762
LAS CRUCES	**119.3**	**.0491**	**27.4**	**15.7**	**16.9**	**18.1**	**19.1**	**40.8**	**594,339**	**110,237**	**59,889**	**78,270**	**29,230**	**127,658**	**19,133**
Dona Ana	119.3	.0491	27.4	15.7	16.9	18.1	19.1	40.8	594,339	110,237	59,889	78,270	29,230	127,658	19,133
• Las Cruces	54.0	.0222	29.6	14.8	17.0	18.4	22.4	21.0	523,816	100,731	49,737	75,601	27,559	123,926	17,648
SUBURBAN TOTAL	65.3	.0269	25.6	16.4	16.7	17.9	16.4	19.8	70,523	9,506	10,152	2,669	1,671	3,732	1,485
SANTA FE	**105.4**	**.0433**	**31.7**	**9.2**	**19.6**	**22.3**	**21.1**	**40.1**	**709,559**	**133,420**	**76,213**	**60,199**	**34,445**	**153,560**	**35,734**
Los Alamos	19.1	.0079	34.9	5.9	15.8	29.5	20.4	7.2	65,835	18,859	6,190	7,858	1,733	2,602	2,161
Santa Fe	86.3	.0354	31.1	9.9	20.6	20.7	21.3	32.9	643,724	114,561	70,023	52,341	32,712	150,958	33,573
• Santa Fe	55.3	.0227	32.1	9.9	19.6	20.9	23.3	22.2	608,455	110,367	63,953	51,882	31,238	144,244	30,483
SUBURBAN TOTAL	50.1	.0206	31.2	8.4	19.7	23.9	18.7	17.9	101,104	23,053	12,260	8,317	3,207	9,316	5,251

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N.M. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Catron	2.8	.0012	33.3	8.4	15.8	19.0	28.2	.9	4,952	1,191	516		241	388	
Chaves	56.6	.0233	33.1	10.3	14.6	17.4	29.9	21.1	461,162	92,750	41,148	37,854	22,980	101,948	9,394
Cibola	30.6	.0126	30.3	9.3	17.0	20.7	21.4	9.8	91,725	28,031	9,822	15,582	3,815	12,130	3,789
Colfax	13.9	.0057	32.1	9.4	15.5	17.5	28.0	5.2	91,977	20,637	9,530	8,150	1,781	14,450	2,835
Curry	43.4	.0178	28.7	13.3	17.0	18.1	21.2	15.8	272,539	50,743	22,827	29,276	17,045	76,564	7,719
De Baca	2.4	.0010	41.6	6.7	12.4	18.4	40.0	1.1	9,396	3,758	1,197		271	1,143	616
Eddy	53.2	.0218	31.7	10.1	15.7	17.4	27.5	18.9	409,965	87,948	24,493	46,134	19,274	104,726	11,482
Grant	26.9	.0111	30.6	9.8	16.0	18.4	24.5	9.2	101,369	33,709	6,843	7,195	3,028	21,867	4,254
Guadalupe	4.4	.0018	30.6	10.2	14.2	18.6	25.2	1.5	45,875	6,708	5,883	1,089	445	1,527	420
Harding	1.0	.0004	37.3	7.8	15.2	14.6	37.3	.4	3,978	468	190	201	113	2,086	
Hidalgo	6.3	.0026	28.5	9.7	16.4	17.1	22.1	2.1	33,401	7,803	1,928	585	69	4,306	133
Lea	64.6	.0266	29.1	11.2	16.6	18.6	21.6	22.8	507,010	126,102	43,893	29,836	22,269	119,614	12,282
Lincoln	15.0	.0061	33.9	7.9	18.0	19.6	28.5	5.9	126,139	28,436	14,344	12,385	3,612	21,808	583
Luna	17.3	.0071	36.5	8.0	11.9	16.7	35.1	6.3	80,711	25,408	3,953	8,219	747	14,167	2,678
McKinley	71.6	.0294	24.2	12.2	17.4	17.5	13.7	20.0	367,213	90,753	42,317	44,097	15,690	53,009	8,324
Mora	4.8	.0020	32.2	9.2	13.9	16.0	30.1	1.5	7,430	1,936	280	1,522	860	257	
Otero	50.3	.0207	28.0	14.2	18.2	19.7	17.5	17.2	243,184	41,741	22,456	19,559	13,993	72,478	6,946
Quay	11.4	.0047	35.0	7.9	14.0	18.4	31.6	4.5	91,502	24,900	14,188	11,145	1,604	14,727	1,883
Rio Arriba	32.9	.0135	28.2	10.8	16.5	18.3	20.5	10.7	89,165	25,079	8,086	9,461	1,332	14,818	782
Roosevelt	16.3	.0067	30.0	17.7	14.2	16.2	26.7	6.2	80,125	18,371	9,890	4,646	1,624	27,172	4,127
Sandoval	48.3	.0199	30.3	9.5	17.2	18.4	23.6	15.2	60,872	23,601	7,095	7,582	1,299	2,061	1,122
San Juan	98.3	.0404	26.5	12.1	18.1	18.5	16.1	31.9	541,985	125,190	47,410	49,808	19,531	134,425	10,116
San Miguel	25.0	.0103	30.0	12.4	16.5	17.4	24.3	8.5	95,324	24,917	10,459	13,112	2,472	12,437	3,296
Sierra	9.2	.0038	50.7	5.7	8.6	15.2	50.7	4.0	37,287	9,784	7,097	4,200	392	5,246	2,375
Socorro	14.2	.0059	27.9	14.0	16.4	17.2	21.1	4.6	53,718	13,944	4,919	4,828	858	19,250	780
Taos	21.1	.0086	30.4	9.0	18.2	20.1	21.5	7.4	126,597	35,103	19,398	11,316	2,179	14,939	2,459
Torrance	9.0	.0037	32.1	8.3	16.0	18.4	27.0	3.2	30,545	4,641	1,803	689	248	11,551	842
Union	4.9	.0021	36.8	7.5	12.9	18.6	33.8	1.8	20,094	4,350	3,053	1,636	1,197	1,634	370
Valencia	37.3	.0153	28.0	11.1	17.4	19.0	18.8	13.1	144,812	54,499	6,809	12,885	2,167	43,969	4,036
TOTAL METRO COUNTIES	**701.2**	**.2883**	**30.1**	**12.7**	**19.4**	**19.8**	**20.7**	**262.6**	**4,324,699**	**848,128**	**481,014**	**512,200**	**257,492**	**947,295**	**142,625**
TOTAL STATE	**1,494.2**	**.6144**	**29.7**	**11.8**	**17.9**	**19.0**	**21.6**	**533.4**	**8,554,751**	**1,860,629**	**872,841**	**905,192**	**418,628**	**1,871,992**	**246,268**

N.M.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ALBUQUERQUE	**5,294,908**	**21,829**	**26.3**	**27.2**	**14.9**	**12.0**	**.1894**
Bernalillo	5,294,908	21,829	26.3	27.2	14.9	12.0	.1894
• Albuquerque	4,261,712	22,241	25.7	27.4	15.1	12.3	.1590
SUBURBAN TOTAL	1,033,196	20,324	28.6	26.3	13.3	11.1	.0304
LAS CRUCES	**999,701**	**16,859**	**29.0**	**24.3**	**9.4**	**8.8**	**.0385**
Dona Ana	999,701	16,859	29.0	24.3	9.4	8.8	.0385
• Las Cruces	524,517	18,218	26.1	25.5	11.2	9.4	.0239
SUBURBAN TOTAL	475,184	15,652	32.2	23.0	7.5	8.1	.0146
SANTA FE	**1,423,111**	**27,164**	**21.1**	**25.5**	**17.1**	**20.4**	**.0469**
Los Alamos	371,822	46,488	8.4	18.6	23.7	44.6	.0091
Santa Fe	1,051,289	23,627	23.9	27.1	15.6	15.1	.0378
• Santa Fe	714,463	23,848	23.8	25.7	16.3	15.8	.0289
SUBURBAN TOTAL	708,648	31,370	17.8	25.4	18.0	26.0	.0180
OTHER COUNTIES							
Catron	15,968	12,658	32.1	21.4	5.3	2.2	.0006
Chaves	568,555	18,947	29.1	25.4	12.1	9.9	.0236
Cibola	262,035	22,012	23.8	29.9	16.5	8.6	.0088
Colfax	117,185	16,750	28.2	26.5	10.0	5.8	.0049
Curry	381,037	16,991	32.3	25.1	10.1	6.4	.0155
De Baca	19,967	12,522	32.7	18.2	5.6	4.1	.0008
Eddy	497,116	20,306	26.7	30.2	12.2	8.4	.0212
Grant	277,505	25,093	20.0	27.1	20.1	11.8	.0088
Guadalupe	24,516	11,784	31.8	17.3	3.9	3.4	.0018
Harding	6,813	12,500	37.2	14.6	5.3	4.0	.0002
Hidalgo	43,922	15,541	29.4	29.2	9.2	1.9	.0020
Lea	737,661	26,990	19.5	30.7	18.8	13.9	.0280
Lincoln	156,018	19,008	27.4	27.3	10.6	9.9	.0064
Luna	117,055	12,648	31.4	19.2	6.4	4.2	.0051
McKinley	361,826	12,975	25.9	22.2	7.3	3.7	.0193
Mora	22,121	10,161	26.9	19.8	2.9	1.0	.0010
Otero	477,883	20,681	30.9	28.7	13.8	9.3	.0170
Quay	105,379	17,534	27.8	23.9	11.2	7.9	.0047
Rio Arriba	198,469	13,946	29.4	23.3	7.3	2.9	.0078
Roosevelt	121,942	12,633	26.6	19.6	7.6	5.2	.0050
Sandoval	467,831	23,853	24.5	29.3	16.4	13.6	.0131
San Juan	885,309	22,668	21.1	28.8	15.8	10.8	.0340
San Miguel	150,904	12,418	30.8	19.1	6.6	2.8	.0064
Sierra	69,602	12,497	32.0	18.0	5.6	3.6	.0028
Socorro	84,107	13,005	34.1	18.9	6.4	3.0	.0035
Taos	162,687	15,591	29.8	22.8	8.8	6.4	.0071
Torrance	63,190	14,642	34.8	19.4	7.4	4.8	.0024
Union	40,012	14,373	29.7	21.2	6.1	8.0	.0015
Valencia	329,769	19,298	28.9	26.7	14.0	7.4	.0116
TOTAL METRO COUNTIES	**7,717,720**	**21,670**	**25.9**	**26.6**	**14.3**	**12.8**	**.2748**
TOTAL STATE	**14,484,104**	**20,003**	**26.3**	**26.2**	**13.3**	**10.5**	**.5397**

What is the difference between "median" and "average"?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms," which appears in Section C.

NEW YORK

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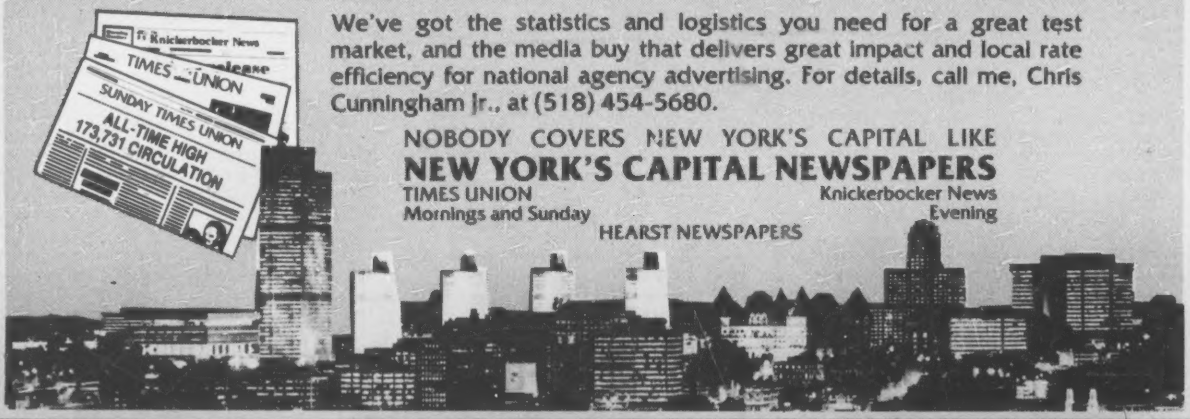
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY - SCHENECTADY - TROY	**854.3**	**.3513**	**33.5**	**11.4**	**16.8**	**18.4**	**29.1**	**320.0**	**5,360,877**	**1,257,217**	**407,614**	**506,642**	**276,051**	**1,228,664**	**202,883**
Albany	290.1	.1193	33.5	13.1	17.6	17.5	29.8	112.2	2,567,535	443,726	200,789	267,419	168,328	666,971	79,370
• Albany	100.8	.0414	32.6	17.5	17.9	13.9	31.9	42.0	718,801	150,198	72,934	28,562	38,332	247,928	34,043
Greene	43.4	.0179	36.8	9.5	14.3	18.4	33.9	16.5	217,445	65,206	14,146	11,827	4,751	47,169	7,525
Montgomery	53.3	.0219	37.1	8.6	15.2	16.7	35.7	20.2	260,060	69,891	16,415	24,345	7,617	44,617	15,205
Rensselaer	154.3	.0635	32.4	12.7	16.3	18.0	27.8	55.3	600,376	207,502	48,139	30,582	16,936	130,951	34,795
• Troy	55.4	.0228	30.8	18.5	15.4	14.4	29.2	20.6	243,459	81,631	27,515	6,087	12,065	47,800	22,987
Saratoga	163.3	.0671	31.4	10.2	18.2	20.9	22.5	57.5	710,595	192,008	65,527	64,247	25,187	148,168	22,551
Schenectady	149.9	.0616	35.6	9.8	16.1	18.5	32.3	58.3	1,004,866	278,884	62,598	108,222	53,232	190,788	43,437
• Schenectady	67.5	.0278	34.2	12.6	17.3	14.8	33.7	28.6	523,423	150,262	37,973	45,991	30,387	118,392	26,413
SUBURBAN TOTAL	630.6	.2593	33.8	9.7	16.7	19.9	28.2	228.8	3,875,194	875,126	269,192	426,002	195,267	814,544	119,440
BINGHAMTON	**268.5**	**.1104**	**33.4**	**11.9**	**15.8**	**19.2**	**28.2**	**96.9**	**1,492,616**	**363,530**	**126,526**	**161,301**	**70,614**	**330,252**	**71,608**
Broome	214.9	.0884	33.8	12.5	15.9	18.5	29.5	80.2	1,335,845	308,006	118,246	151,732	68,311	295,797	67,431
• Binghamton	54.6	.0224	36.0	12.9	15.9	14.9	36.2	22.9	440,681	107,472	43,650	20,828	29,079	124,817	25,954
Tioga	53.6	.0220	31.8	9.3	15.9	22.1	22.9	18.7	156,771	55,524	8,280	9,569	2,303	34,455	4,177
SUBURBAN TOTAL	213.9	.0880	32.8	11.6	15.8	20.4	26.1	76.0	1,051,935	256,058	82,876	140,473	41,535	205,435	45,654
BUFFALO	**975.2**	**.4010**	**34.0**	**11.3**	**16.0**	**18.7**	**29.8**	**360.1**	**5,391,894**	**1,397,957**	**561,026**	**566,262**	**260,833**	**1,143,060**	**273,299**



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Sources: S & MM, Survey of Buying Power, 1986; ABC Fas-Fax for 6 months ended 3/31/87.

THE BUFFALO NEWS

N.Y. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Erie	975.2	.4010	34.0	11.3	16.0	18.7	29.8	360.1	5,391,894	1,397,957	561,026	566,262	260,833	1,143,060	273,299
• Buffalo	333.9	.1373	33.5	12.8	16.5	15.6	32.0	136.8	1,364,621	442,267	185,313	74,219	60,440	209,181	87,346
SUBURBAN TOTAL	641.3	.2637	34.3	10.5	15.7	20.3	28.7	223.3	4,027,273	955,690	375,713	492,043	200,393	933,879	185,953
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1,192.6***	***.4904***	***33.9***	***11.3***	***16.0***	***18.6***	***29.7***	***440.1***	***6,408,561***	***1,678,270***	***652,924***	***694,813***	***295,025***	***1,359,042***	***323,765***
ELMIRA	**94.6**	**.0389**	**33.4**	**11.1**	**15.7**	**18.0**	**29.6**	**34.3**	**545,133**	**109,835**	**44,360**	**99,581**	**21,652**	**120,540**	**23,398**
Chemung	94.6	.0389	33.4	11.1	15.7	18.0	29.6	34.3	545,133	109,835	44,360	99,581	21,652	120,540	23,398
• Elmira	33.8	.0139	31.5	15.8	15.3	14.0	30.6	12.4	223,634	58,930	19,485	7,754	10,511	67,701	13,948
SUBURBAN TOTAL	60.8	.0250	34.4	8.5	15.9	20.2	29.0	21.9	321,499	50,905	24,875	91,827	11,141	52,839	9,450
GLENS FALLS	**115.0**	**.0473**	**33.0**	**9.7**	**15.8**	**18.9**	**27.9**	**40.3**	**705,572**	**177,518**	**62,556**	**70,290**	**18,826**	**146,996**	**31,637**
Warren	56.9	.0234	33.2	9.6	16.2	18.5	28.5	20.6	508,415	113,820	43,323	61,913	15,653	114,524	20,377
• Glens Falls	16.5	.0068	32.8	10.6	17.3	15.3	30.9	6.5	299,417	72,627	13,064	47,960	10,405	82,791	10,533
Washington	58.1	.0239	32.8	9.8	15.6	19.3	27.2	19.7	197,157	63,698	19,233	8,377	3,173	32,472	11,260
SUBURBAN TOTAL	98.5	.0405	33.0	9.5	15.6	19.5	27.4	33.8	406,155	104,891	49,492	22,330	8,421	64,205	21,104
NASSAU - SUFFOLK	**2,663.8**	**1.0953**	**34.0**	**10.0**	**15.6**	**21.8**	**26.6**	**865.5**	**20,979,657**	**4,306,903**	**1,603,085**	**2,127,985**	**1,429,882**	**4,254,963**	**624,446**
Nassau	1,333.5	.5483	36.2	10.2	14.8	21.1	30.6	445.3	12,558,495	2,393,059	1,018,859	1,319,107	985,640	2,421,516	355,129
Hempstead	42.3	.0174	32.1	10.9	18.4	20.5	24.1	15.2	533,936	59,519	18,670	43,691	44,544	235,566	6,457
Suffolk	1,330.3	.5470	32.0	9.8	16.4	22.5	22.6	420.2	8,421,162	1,913,844	584,226	808,878	444,242	1,833,447	269,317
SUBURBAN TOTAL	2,663.8	1.0953	34.0	10.0	15.6	21.8	26.6	865.5	20,979,657	4,306,903	1,603,085	2,127,985	1,429,882	4,254,963	624,446
NEW YORK	**8,527.7**	**3.5061**	**34.7**	**9.9**	**17.7**	**20.3**	**29.1**	**3,405.4**	**44,722,153**	**9,111,819**	**5,707,216**	**5,016,676**	**3,427,497**	**5,949,203**	**1,658,023**
Bronx	1,190.6	.4895	32.8	10.6	16.2	19.0	27.5	451.4	2,658,355	813,983	203,018	162,997	198,229	404,453	123,962
Kings	2,290.9	.9419	33.0	10.3	17.1	18.7	27.9	887.5	7,468,481	1,982,060	495,571	697,182	570,136	1,087,098	337,613
New York (Manhattan)	1,490.8	.6129	36.1	9.8	22.6	22.2	29.5	756.6	17,272,255	2,138,408	3,453,535	2,428,203	1,639,120	923,910	605,479
• New York City	7,303.3	3.0029	34.6	10.0	18.1	19.9	29.3	2,971.6	35,885,363	7,145,128	5,037,126	4,014,188	2,890,789	4,054,784	1,401,530
Putnam	82.9	.0341	32.6	8.2	17.3	24.1	21.8	27.5	332,621	78,935	17,238	18,000	11,874	90,277	14,546
Queens	1,951.4	.8023	36.9	9.5	17.0	19.6	33.0	748.6	7,041,025	1,848,825	785,518	559,867	404,986	1,357,327	283,865
Richmond	379.6	.1560	32.6	9.7	18.2	21.3	24.3	127.5	1,445,247	361,852	99,484	165,939	78,318	281,996	50,611
Rockland	272.0	.1119	33.1	9.4	15.5	24.7	22.4	85.7	1,451,832	322,843	142,735	155,732	59,084	371,072	56,682
Westchester	869.5	.3575	36.6	9.3	15.7	21.6	30.7	320.6	7,052,337	1,564,913	510,117	828,756	465,750	1,433,070	185,265
Mount Vernon	66.9	.0275	36.0	9.4	16.2	19.7	31.7	26.4	362,810	81,047	12,805	5,665	13,981	75,442	15,860
New Rochelle	71.8	.0295	37.6	10.1	15.8	20.2	33.4	27.3	550,993	81,342	38,738	50,177	41,300	189,098	13,030
• White Plains	45.6	.0187	38.4	9.1	16.9	20.7	34.4	19.2	1,111,296	145,639	69,682	337,875	79,206	176,519	16,451
Yonkers	191.3	.0787	36.6	10.2	16.7	18.6	33.5	74.7	1,182,352	310,818	69,924	176,645	91,430	194,911	35,058
SUBURBAN TOTAL	1,178.8	.4845	35.4	9.3	15.7	22.5	28.0	414.6	7,725,494	1,821,052	600,408	664,613	457,502	1,717,900	240,042
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***17,964.7***	***7.3863***	***34.6***	***9.9***	***17.0***	***20.7***	***28.5***	***6,739.2***	***114,402,768***	***23,693,820***	***11,382,855***	***11,969,565***	***7,937,195***	***20,878,838***	***3,683,902***
NIAGARA FALLS	**217.4**	**.0894**	**33.4**	**11.1**	**15.9**	**18.5**	**29.0**	**80.0**	**1,016,667**	**280,313**	**91,898**	**128,551**	**34,192**	**215,982**	**50,466**
Niagara	217.4	.0894	33.4	11.1	15.9	18.5	29.0	80.0	1,016,667	280,313	91,898	128,551	34,192	215,982	50,466
• Niagara Falls	65.5	.0269	34.8	11.7	15.2	15.4	34.3	26.1	309,773	97,215	39,229	35,212	8,349	41,481	17,155
SUBURBAN TOTAL	151.9	.0625	32.9	10.9	16.2	19.8	26.7	53.9	706,894	183,098	52,669	93,339	25,843	174,501	33,311
ORANGE COUNTY	**283.3**	**.1165**	**32.0**	**10.4**	**16.8**	**20.6**	**24.5**	**93.9**	**1,689,330**	**419,310**	**100,076**	**203,247**	**86,952**	**351,693**	**51,906**
Orange	283.3	.1165	32.0	10.4	16.8	20.6	24.5	93.9	1,689,330	419,310	100,076	203,247	86,952	351,693	51,906
SUBURBAN TOTAL	283.3	.1165	32.0	10.4	16.8	20.6	24.5	93.9	1,689,330	419,310	100,076	203,247	86,952	351,693	51,906
POUGHKEEPSIE	**259.8**	**.1068**	**33.2**	**10.9**	**17.1**	**21.7**	**25.2**	**88.5**	**1,497,071**	**367,457**	**111,524**	**151,753**	**63,765**	**322,382**	**50,812**
Dutchess	259.8	.1068	33.2	10.9	17.1	21.7	25.2	88.5	1,497,071	367,457	111,524	151,753	63,765	322,382	50,812
• Poughkeepsie	30.9	.0127	34.6	11.3	17.1	16.3	33.1	13.3	359,542	60,253	27,333	1,250	12,087	101,341	12,922
SUBURBAN TOTAL	228.9	.0941	33.0	10.9	16.9	22.5	24.2	75.2	1,137,529	307,204	84,191	150,503	51,678	221,041	37,890
ROCHESTER	**992.6**	**.4082**	**32.3**	**11.7**	**17.7**	**19.4**	**25.8**	**364.9**	**5,914,110**	**1,300,792**	**567,890**	**581,839**	**313,912**	**1,520,134**	**251,792**
Livingston	60.3	.0248	30.5	15.5	16.2	18.8	24.0	19.9	231,501	67,492	26,019	11,924	4,453	48,709	6,306

BUYING POWER

With just one issue of Newsday, your ad reaches 464,900 adults in Nassau-Suffolk, Long Island, with household incomes of $50,000 or more. That's seven out of 10 of all Long Island adults in this affluent bracket.

Newsday

Source: The Scarborough Report-New York Market, 1986

N.Y. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Monroe	708.8	.2915	32.3	11.9	18.1	19.3	25.9	267.2	4,731,345	1,020,253	462,059	456,060	278,737	1,261,244	201,309
• Rochester	241.5	.0993	31.3	13.0	19.7	15.1	27.6	99.7	1,316,379	250,146	170,927	77,902	96,224	326,254	68,971
Ontario	94.3	.0388	32.5	11.1	17.4	19.3	26.4	33.1	566,923	110,440	52,852	88,048	20,170	114,528	24,088
Orleans	40.1	.0165	33.0	9.8	15.8	19.1	27.7	13.8	119,323	37,540	10,664	2,452	4,050	23,012	7,994
Wayne	89.1	.0366	32.2	9.2	17.2	20.7	24.5	30.9	265,018	65,067	16,296	23,355	6,502	72,641	12,095
SUBURBAN TOTAL	751.1	.3089	32.6	11.3	17.0	20.8	25.1	265.2	4,597,731	1,050,646	396,963	503,937	217,688	1,193,880	182,821
SYRACUSE	**654.8**	**.2692**	**31.5**	**13.0**	**16.9**	**18.5**	**25.6**	**235.7**	**3,740,584**	**944,156**	**339,981**	**349,206**	**191,867**	**878,305**	**169,485**
Madison	67.1	.0276	30.1	15.2	15.2	18.5	24.1	22.1	241,733	64,148	31,781	11,749	6,194	59,538	14,982
Onondaga	467.5	.1922	32.1	12.5	17.4	18.6	26.3	173.0	3,017,302	739,128	265,933	296,703	173,221	715,957	128,126
• Syracuse	164.7	.0677	31.5	17.0	17.5	14.2	29.7	67.4	1,027,587	244,257	97,382	54,182	93,287	310,185	36,184
Oswego	120.2	.0494	29.8	13.5	16.3	18.2	23.4	40.6	481,549	140,880	42,267	40,754	12,452	102,810	26,377
SUBURBAN TOTAL	490.1	.2015	31.5	11.6	16.8	19.9	24.2	168.3	2,712,997	699,899	242,599	295,024	98,580	568,120	133,301
UTICA - ROME	**322.8**	**.1327**	**34.1**	**10.6**	**15.1**	**18.1**	**30.6**	**116.0**	**1,650,693**	**410,830**	**131,664**	**162,818**	**76,294**	**339,046**	**92,283**
Herkimer	68.9	.0283	34.5	9.8	14.8	17.9	31.4	24.8	267,751	74,186	21,365	36,763	11,608	44,463	16,897
Oneida	253.9	.1044	34.0	10.9	15.2	18.1	30.4	91.2	1,382,942	336,644	110,299	126,055	64,686	294,583	75,386
• Rome	43.6	.0179	31.7	12.3	17.1	17.2	27.2	15.6	255,423	66,399	19,845	30,994	9,267	52,207	16,509
• Utica	72.6	.0299	36.5	11.7	14.8	15.2	36.4	28.8	419,216	118,588	37,991	32,033	19,616	57,333	27,664
SUBURBAN TOTAL	206.6	.0849	34.0	9.9	14.9	19.3	29.2	71.6	976,054	225,843	73,828	99,791	47,411	229,506	48,110
OTHER COUNTIES															
Allegany	53.8	.0221	29.5	17.3	14.3	16.8	25.3	17.9	163,492	55,342	15,141	9,021	3,931	44,056	7,296
Cattaraugus	87.2	.0358	32.2	11.3	15.4	17.7	28.0	30.6	377,344	94,978	39,738	44,678	13,829	81,114	14,922
Cayuga	82.9	.0341	32.9	10.1	16.5	17.8	28.8	28.7	348,905	84,342	25,393	34,302	7,507	95,718	13,275
Chautauqua	147.5	.0607	34.1	11.1	15.0	18.0	30.7	54.7	673,856	183,915	66,330	67,371	24,996	152,785	27,545
Chenango	52.4	.0215	33.0	9.1	15.6	19.1	27.7	18.5	216,633	66,634	14,459	14,235	5,054	57,018	10,913
Clinton	83.7	.0344	28.8	17.1	18.2	18.6	20.1	26.7	429,148	84,879	35,920	39,598	15,381	100,779	17,672
Columbia	62.9	.0259	36.1	8.3	15.6	19.3	32.3	23.3	264,807	76,201	17,856	12,625	8,818	48,718	7,564
Cortland	48.3	.0198	29.8	17.2	15.5	17.5	24.4	16.6	221,941	52,374	27,682	9,848	9,272	57,330	14,972
Delaware	48.8	.0201	34.6	11.3	14.5	18.2	31.3	17.4	260,263	78,318	20,535	18,852	5,379	49,023	12,844
Essex	38.0	.0156	34.8	8.9	15.4	18.7	31.0	14.1	157,611	48,506	18,197	10,414	1,747	24,617	5,189
Franklin	45.9	.0189	32.2	11.4	14.8	17.6	28.2	15.8	210,508	54,145	12,915	13,022	5,142	32,897	14,898
Fulton	56.4	.0232	34.8	8.9	15.1	17.8	32.0	21.1	236,613	57,431	14,431	15,450	7,305	62,415	17,603
Genesee	60.9	.0250	32.8	9.9	16.1	19.2	27.2	21.1	255,046	65,365	26,410	17,395	15,184	55,447	12,773
Hamilton	5.4	.0022	39.4	7.2	12.5	19.6	36.6	1.9	14,184	4,514	2,416	1,103	406	1,791	
Jefferson	93.1	.0383	32.7	10.0	15.6	17.9	28.6	33.1	520,098	112,416	43,081	55,710	20,431	118,850	32,046
Lewis	25.8	.0106	31.0	10.0	15.3	17.8	26.2	8.8	65,565	21,369	6,380	4,421	1,974	14,814	4,484
Otsego	61.5	.0253	32.6	16.6	14.3	16.8	29.8	21.9	279,688	66,417	25,011	21,530	4,369	79,045	12,213
St. Lawrence	117.7	.0484	29.7	16.0	14.6	17.4	24.9	38.4	474,061	115,271	46,324	29,324	18,273	113,794	39,119
Schoharie	31.8	.0131	32.5	14.5	14.4	18.0	28.4	10.7	120,781	37,355	7,249	7,089	3,515	23,574	4,588
Schuyler	18.4	.0076	33.3	9.1	15.7	19.3	28.1	6.4	44,902	12,060	3,832	191	446	14,678	2,351
Seneca	34.5	.0142	34.0	10.4	15.7	19.2	29.2	12.1	125,528	36,731	9,452	5,104	4,191	35,378	7,171
Steuben	101.3	.0416	33.8	9.1	15.5	19.0	29.1	37.0	419,089	112,732	38,303	36,752	13,080	84,527	24,447
Sullivan	70.7	.0291	35.7	9.5	15.9	18.8	32.2	26.1	376,136	100,492	28,759	40,054	5,515	75,920	10,029
Tompkins	90.8	.0373	27.1	26.0	19.6	15.6	19.0	31.6	466,413	107,666	50,724	43,902	25,835	99,097	16,980
Ulster	166.5	.0685	33.8	10.7	17.1	20.0	28.0	61.2	889,671	214,398	84,898	89,074	21,918	175,545	27,022
Wyoming	41.5	.0171	32.0	9.9	18.2	19.5	25.1	13.5	154,815	42,658	14,890	5,792	6,258	44,614	6,468
Yates	22.1	.0091	34.4	10.2	15.3	17.9	31.1	8.5	69,317	17,350	9,190	3,524	1,111	15,313	3,503
TOTAL METRO COUNTIES	**16,229.8**	**6.6731**	**34.1**	**10.4**	**17.1**	**20.1**	**28.2**	**6,103.5**	**94,706,357**	**20,447,637**	**9,855,416**	**10,126,151**	**6,272,337**	**16,801,220**	**3,552,038**
TOTAL STATE	**17,979.6**	**7.3926**	**33.9**	**10.6**	**17.0**	**19.9**	**28.2**	**6,721.2**	**102,542,772**	**22,451,496**	**10,560,932**	**10,776,532**	**6,523,204**	**18,560,077**	**3,919,925**

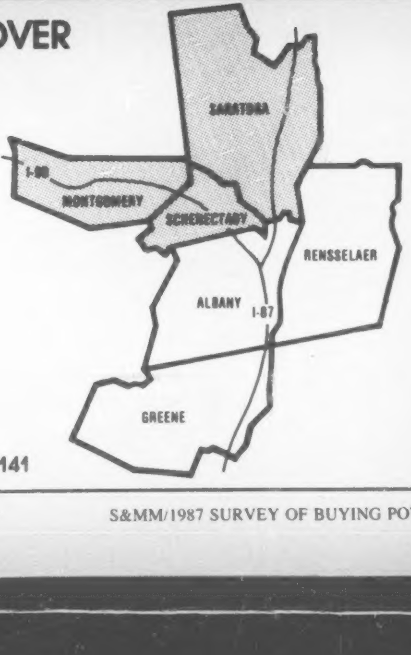
ALBANY SCHENECTADY TROY METRO MARKET

IT TAKES 2 NEWSPAPERS TO EFFECTIVELY COVER THE CAPITAL DISTRICT MSA...

ONE IS THE SCHENECTADY GAZETTE

- 177,500 READERS (ADI)
- 78.8% HOME COUNTY PENETRATION
- MORNING CIRCULATION LEADERS IN 3 OUT OF 6 METRO COUNTIES
- $31,800 MEDIAN HOUSEHOLD INCOME

SOURCE: 1987 SIMMONS RESEARCH REPORT
REPRESENTED NATIONALLY BY CWO & O



The schenectady Gazette

332 STATE STREET
SCHENECTADY, NEW YORK (518) 374-4141

N.Y.

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALBANY - SCHENECTADY - TROY	**11,358,054**	**26,745**	**21.5**	**27.6**	**18.5**	**17.1**	**.3696**
Albany	4,182,349	27,506	21.1	26.4	18.2	19.4	.1461
• Albany	1,310,400	20,454	26.5	24.5	13.0	13.5	.0449
Greene	476,989	21,100	26.6	28.2	14.8	9.6	.0160
Montgomery	604,222	22,528	25.3	29.5	16.4	10.0	.0198
Rensselaer	1,920,583	26,420	21.1	27.5	18.7	16.2	.0571
• Troy	609,636	20,005	25.8	25.2	13.7	11.2	.0197
Saratoga	2,145,382	29,669	19.6	28.8	21.5	18.5	.0638
Schenectady	2,028,529	26,145	21.8	28.2	17.6	16.4	.0668
• Schenectady	815,558	20,505	26.7	27.8	13.5	9.9	.0299
SUBURBAN TOTAL	8,622,460	29,437	19.6	28.4	20.5	19.2	.2751
BINGHAMTON	**3,495,139**	**26,396**	**22.7**	**27.9**	**17.8**	**17.2**	**.1110**
Broome	2,771,981	25,688	23.2	28.3	17.7	15.8	.0913
• Binghamton	664,421	19,445	29.0	25.3	13.0	10.4	.0246
Tioga	723,158	29,697	20.8	26.1	18.2	23.1	.0197
SUBURBAN TOTAL	2,830,718	28,681	20.9	28.6	19.3	19.2	.0864
BUFFALO	**12,031,723**	**25,622**	**21.0**	**27.8**	**18.5**	**14.4**	**.3915**
Erie	12,031,723	25,622	21.0	27.8	18.5	14.4	.3915
• Buffalo	3,566,239	17,631	25.7	24.7	12.1	8.2	.1150
SUBURBAN TOTAL	8,465,484	30,424	18.1	29.7	22.4	18.2	.2765
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***14,689,952***	***25,762***	***20.9***	***28.1***	***18.7***	***14.2***	***.4747***
ELMIRA	**996,395**	**21,719**	**26.5**	**30.0**	**15.0**	**9.2**	**.0355**
Chemung	996,395	21,719	26.5	30.0	15.0	9.2	.0355
• Elmira	303,403	17,661	28.3	27.6	10.8	5.6	.0124
SUBURBAN TOTAL	692,992	24,243	25.4	31.4	17.3	11.3	.0231
GLENS FALLS	**1,253,015**	**23,302**	**25.1**	**30.0**	**16.3**	**11.3**	**.0448**
Warren	656,282	23,256	25.1	29.4	15.6	12.7	.0261
• Glens Falls	189,735	21,562	25.2	29.0	15.4	9.2	.0106
Washington	596,733	23,352	25.0	31.0	17.1	9.7	.0187
SUBURBAN TOTAL	1,063,280	23,637	25.1	30.3	16.6	11.6	.0342
NASSAU - SUFFOLK	**46,264,678**	**41,990**	**12.0**	**20.0**	**21.2**	**39.2**	**1.4212**
Nassau	25,987,952	45,990	10.6	17.8	20.0	44.8	.8006
Hempstead	631,089	30,317	18.4	24.1	16.9	27.0	.0249
Suffolk	20,276,726	38,636	13.7	22.2	22.7	33.2	.6206
SUBURBAN TOTAL	46,264,678	41,990	12.0	20.0	21.2	39.2	1.4212
NEW YORK	**121,150,624**	**23,666**	**21.3**	**23.5**	**14.7**	**18.6**	**3.6418**
Bronx	11,143,700	16,240	25.7	22.5	10.9	8.2	.3388
Kings	24,956,344	19,126	24.4	23.9	12.7	11.5	.7587
New York (Manhattan)	30,175,239	23,571	20.8	22.6	12.6	21.2	.9796
• New York City	98,314,504	22,018	22.4	24.0	14.1	15.8	2.9785
Putnam	1,309,723	39,702	13.5	20.9	24.6	33.2	.0355
Queens	26,416,271	26,514	20.9	26.6	17.9	17.9	.7466
Richmond	5,622,950	35,901	14.3	22.5	22.2	29.2	.1549
Rockland	4,697,537	44,680	11.5	17.9	20.2	43.1	.1307
Westchester	16,828,860	37,767	14.6	20.8	17.5	36.1	.4970
Mount Vernon	985,829	26,688	20.7	23.0	15.7	22.7	.0294
New Rochelle	1,350,968	34,153	16.5	21.9	16.6	32.2	.0398

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***TIMES HERALD-RECORD** Middletown, New York (Orange County plus Sullivan-Ulster)

	TIMES HERALD-RECORD	NEWS-TIMES	TOTAL UNIT
DAILY	81,638	39,479	121,117
SUNDAY	94,062	45,789	139,851

SOURCE: ABC FAS-FAX MARCH 30, 1987

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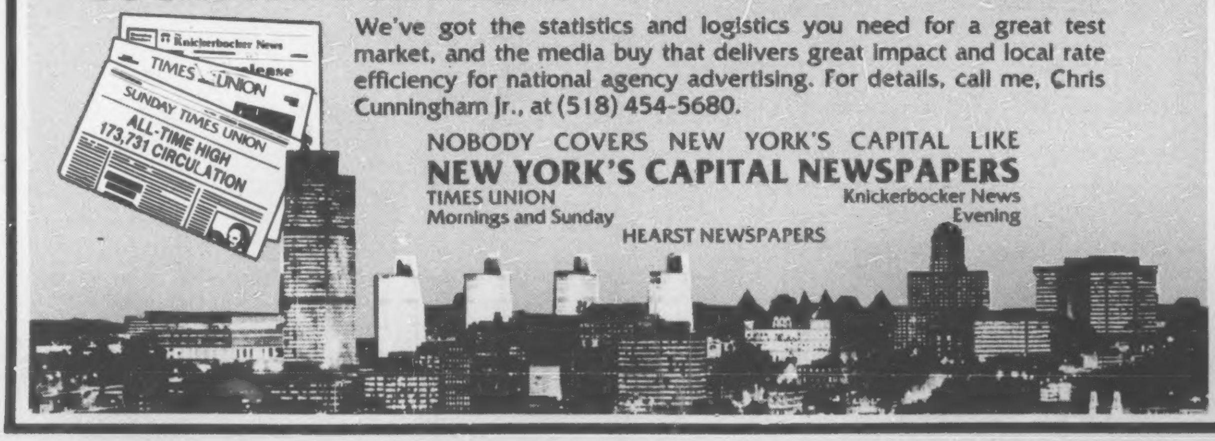

N.Y. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
• White Plains	927,552	33,207	16.7	22.8	16.2	31.3	.0419
Yonkers	3,107,744	31,49[illegible]	17.6	23.5	18.5	26.2	.0919
SUBURBAN TOTAL	21,908,568	39,6[illegible]	13.8	20.1	18.6	37.6	.6214
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***275,714,324***	***29,280***	***18.5***	***22.9***	***17.0***	***24.7***	***8.4261***
NIAGARA FALLS	**2,658,229**	**26,341**	**20.5**	**29.6**	**19.8**	**13.4**	**.0832**
Niagara	2,658,229	26,341	20.5	29.6	19.8	13.4	.0832
• Niagara Falls	756,743	22,101	23.1	28.1	16.1	9.9	.0244
SUBURBAN TOTAL	1,901,486	28,350	19.3	30.2	21.7	15.1	.0588
ORANGE COUNTY	**3,507,497**	**28,774**	**19.3**	**27.6**	**20.5**	**18.1**	**.1165**
Orange	3,507,497	28,774	19.3	27.6	20.5	18.1	.1165
SUBURBAN TOTAL	3,507,497	28,774	19.3	27.6	20.5	18.1	.1165
POUGHKEEPSIE	**3,762,321**	**33,252**	**17.2**	**24.7**	**21.2**	**25.7**	**.1148**
Dutchess	3,762,321	33,252	17.2	24.7	21.2	25.7	.1148
• Poughkeepsie	416,676	20,748	25.0	23.0	14.1	14.3	.0168
SUBURBAN TOTAL	3,345,645	35,070	15.8	25.1	22.3	27.7	.0980
ROCHESTER	**14,169,649**	**30,176**	**18.6**	**26.2**	**20.0**	**21.6**	**.4397**
Livingston	689,051	26,679	21.8	30.1	19.6	14.5	.0213
Monroe	10,704,826	31,195	17.6	25.1	20.0	23.6	.3340
• Rochester	2,971,559	21,367	23.5	26.5	14.8	11.7	.0964
Ontario	1,144,080	27,129	21.8	31.1	19.9	13.8	.0385
Orleans	487,343	27,903	22.0	26.6	20.4	17.3	.0139
Wayne	1,144,349	29,406	19.5	28.1	20.7	18.9	.0320
SUBURBAN TOTAL	11,198,090	33,554	16.7	26.1	22.0	25.3	.3433
SYRACUSE	**8,693,636**	**28,098**	**20.3**	**27.0**	**19.4**	**18.6**	**.2755**
Madison	703,443	23,711	24.6	30.6	16.6	11.2	.0222
Onondaga	6,336,560	27,977	20.3	27.1	19.4	18.2	.2059
• Syracuse	1,963,766	19,906	26.4	25.5	13.8	10.5	.0674
Oswego	1,653,633	31,671	17.7	25.1	20.7	24.2	.0474
SUBURBAN TOTAL	6,729,870	31,432	17.9	27.6	21.7	21.8	.2081
UTICA - ROME	**3,593,826**	**23,261**	**24.2**	**30.1**	**16.2**	**11.2**	**.1204**
Herkimer	742,064	22,863	24.9	31.4	15.2	10.3	.0236
Oneida	2,851,762	23,378	24.0	29.7	16.5	11.5	.0968
• Rome	475,129	22,142	26.4	30.3	15.4	10.0	.0168
• Utica	758,304	18,685	26.8	26.6	12.7	7.5	.0272
SUBURBAN TOTAL	2,360,393	25,480	22.6	31.4	17.9	13.0	.0764
OTHER COUNTIES							
Allegany	422,396	17,229	31.8	29.3	9.4	3.2	.0149
Cattaraugus	905,715	22,145	25.7	29.9	15.6	9.4	.0299
Cayuga	833,284	22,303	25.3	30.5	16.4	8.3	.0279
Chautauqua	1,622,043	22,270	25.4	30.0	15.1	10.0	.0531
Chenango	564,843	22,773	27.3	30.2	17.2	9.5	.0182
Clinton	806,423	21,293	28.0	29.3	14.7	9.2	.0291
Columbia	740,159	23,294	26.1	29.4	16.0	11.9	.0230
Cortland	466,295	20,631	27.3	30.2	13.5	7.8	.0163
Delaware	513,905	21,736	27.1	30.9	14.2	9.5	.0180
Essex	392,264	20,387	28.0	29.2	13.6	8.2	.0130
Franklin	416,566	18,126	30.7	25.8	12.6	6.7	.0150
Fulton	605,012	21,457	26.2	31.2	13.7	8.8	.0196
Genesee	600,857	22,428	25.7	32.8	15.7	7.4	.0203
Hamilton	42,649	16,726	36.6	27.1	8.9	3.2	.0014
Jefferson	901,613	20,023	27.9	28.9	13.5	7.7	.0333
Lewis	247,446	21,462	26.5	32.6	13.5	7.6	.0075
Otsego	686,901	22,040	27.1	28.6	14.8	11.3	.0222
St. Lawrence	1,150,522	21,187	25.7	27.1	15.2	10.3	.0386
Schoharie	304,532	20,799	27.9	30.4	14.1	7.5	.0101
Schuyler	196,495	23,620	26.8	32.4	17.5	9.3	.0057
Seneca	449,073	28,234	21.6	29.3	20.4	17.1	.0130
Steuben	1,144,036	22,865	25.3	29.6	15.9	11.4	.0360
Sullivan	798,014	20,977	27.3	28.1	13.4	10.7	.0268
Tompkins	1,223,809	26,160	22.5	25.9	16.7	19.8	.0375
Ulster	2,246,824	26,743	22.0	25.9	17.7	19.3	.0694
Wyoming	454,090	26,141	21.5	32.0	19.0	13.1	.0141
Yates	227,674	19,262	29.0	28.9	11.4	7.7	.0070
TOTAL METRO COUNTIES	**232,934,786**	**27,143**	**19.8**	**24.3**	**16.9**	**21.1**	**7.1655**
TOTAL STATE	**251,898,226**	**26,550**	**20.4**	**24.6**	**16.7**	**20.2**	**7.7864**

NORTH CAROLINA

N.C.
S&MM ESTIMATES

POPULATION—12/31/86 | **RETAIL SALES BY STORE GROUP 1986**

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ASHEVILLE	**170.1**	**.0699**	**35.2**	**9.4**	**16.9**	**20.1**	**30.1**	**67.4**	**1,280,598**	**232,903**	**113,855**	**156,273**	**64,007**	**318,142**	**54,823**
Buncombe	170.1	.0699	35.2	9.4	16.9	20.1	30.1	67.4	1,280,598	232,903	113,855	156,273	64,007	318,142	54,823
• Asheville	59.9	.0246	38.4	9.0	16.0	17.2	36.9	25.7	898,660	139,592	86,437	139,581	42,371	197,549	38,262
SUBURBAN TOTAL	110.2	.0453	34.0	9.6	17.4	21.8	26.4	41.7	381,938	93,311	27,418	16,692	21,636	120,593	16,561
BURLINGTON	**102.8**	**.0422**	**34.6**	**10.8**	**16.1**	**20.8**	**28.5**	**39.3**	**849,472**	**153,791**	**72,397**	**79,093**	**51,049**	**236,870**	**30,053**
Alamance	102.8	.0422	34.6	10.8	16.1	20.8	28.5	39.3	849,472	153,791	72,397	79,093	51,049	236,870	30,053
• Burlington	38.4	.0158	35.7	9.9	16.2	19.7	31.3	15.6	608,352	83,809	50,586	72,195	36,800	193,549	20,228
SUBURBAN TOTAL	64.4	.0264	34.0	11.3	16.1	21.5	26.9	23.7	241,120	69,982	21,811	6,898	14,249	43,321	9,825
CHARLOTTE - GASTONIA - ROCK HILL	**1,071.6**	**.4407**	**32.1**	**11.1**	**18.2**	**20.7**	**24.0**	**398.6**	**7,099,408**	**1,525,096**	**596,393**	**717,406**	**382,247**	**1,928,884**	**220,118**

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

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N.C. (cont.)

S&MM ESTIMATES

	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Cabarrus	94.1	.0387	34.3	9.8	16.2	20.9	27.9	34.7	569,137	122,233	39,096	63,177	30,018	163,659	19,109
• Kannapolis	33.1	.0136	35.6	10.2	14.8	18.4	32.3	12.9	222,489	48,875	14,899	49,318	15,201	33,745	7,495
Gaston	173.8	.0714	32.5	10.2	17.3	20.4	25.2	62.9	974,484	234,934	74,950	145,695	35,200	238,995	41,430
• Gastonia	55.2	.0227	33.7	9.8	16.6	18.9	29.0	20.9	679,639	137,477	50,794	128,018	26,124	178,406	26,117
Lincoln	47.6	.0196	32.7	9.7	17.4	21.6	24.3	17.4	170,795	43,267	12,862	15,213	6,838	43,163	8,817
Mecklenburg	447.9	.1842	31.4	11.8	19.9	21.0	21.9	173.5	3,695,771	609,614	348,382	358,612	244,601	1,077,277	91,430
• Charlotte	348.0	.1431	31.3	11.7	20.5	20.1	22.3	138.1	3,276,671	470,808	308,383	325,744	223,512	1,033,220	80,698
Rowan	104.7	.0431	35.0	10.3	15.9	19.4	30.6	39.8	656,449	236,906	58,128	40,730	24,173	143,031	22,145
Union	80.5	.0331	31.0	10.9	17.2	21.3	21.8	27.2	360,113	95,102	19,873	41,299	10,888	96,111	10,027
York, S. C.	*123.0*	*.0506*	*30.9*	*11.8*	*17.5*	*20.4*	*22.4*	*43.1*	*672,659*	*183,040*	*63,102*	*52,680*	*30,529*	*166,648*	*27,160*
• *Rock Hill*	*40.4*	*.0166*	*29.7*	*16.0*	*17.0*	*16.4*	*24.6*	*14.3*	*407,368*	*97,522*	*41,599*	*46,738*	*21,895*	*69,108*	*17,320*
SUBURBAN TOTAL	594.9	.2447	32.5	10.6	17.1	21.7	24.0	212.4	2,513,241	770,414	180,718	167,588	95,515	614,405	88,488
FAYETTEVILLE	**264.0**	**.1086**	**25.8**	**19.5**	**19.8**	**18.1**	**13.6**	**84.5**	**1,425,184**	**255,469**	**128,903**	**216,140**	**129,307**	**379,920**	**33,292**
Cumberland	264.0	.1086	25.8	19.5	19.8	18.1	13.6	84.5	1,425,184	255,469	128,903	216,140	129,307	379,920	33,292
• Fayetteville	70.2	.0289	30.6	14.2	17.1	19.1	23.3	26.9	951,706	137,220	85,036	190,041	56,669	276,634	26,274
SUBURBAN TOTAL	193.8	.0797	24.6	21.5	20.8	17.8	10.0	57.6	473,478	118,249	43,867	26,099	72,638	103,286	7,018
GREENSBORO - WINSTON-SALEM - HIGH POINT	**910.0**	**.3739**	**32.8**	**11.3**	**17.8**	**21.1**	**25.0**	**346.6**	**5,817,966**	**1,091,404**	**576,608**	**650,650**	**368,860**	**1,461,483**	**193,231**
Davidson	122.7	.0504	33.1	9.9	17.2	21.9	24.8	45.4	503,570	110,881	42,827	29,893	28,831	125,496	23,102
Davie	27.8	.0114	33.4	8.7	18.0	22.1	25.2	10.2	78,447	19,569	5,498	2,411	11,522	13,420	3,843
Forsyth	261.8	.1076	32.8	11.7	18.3	20.8	25.2	102.9	2,062,197	373,953	210,670	239,592	108,927	573,251	68,155
• Winston-Salem	146.5	.0602	32.7	13.7	17.1	18.2	27.9	59.3	1,651,274	259,514	171,646	230,348	86,588	460,659	51,647
Guilford	330.7	.1360	32.3	12.6	18.0	20.3	24.8	126.1	2,591,726	452,368	268,510	329,774	195,785	615,351	71,910
• Greensboro	180.7	.0743	31.1	15.2	19.0	18.3	24.3	69.5	1,857,853	308,514	200,105	257,969	121,994	448,094	46,792
• High Point	67.7	.0278	33.0	11.1	16.8	18.5	28.1	25.9	647,127	116,763	53,295	71,260	71,261	160,912	19,981
Randolph	100.1	.0411	33.4	9.6	17.6	22.3	24.9	37.7	397,774	88,417	32,735	44,262	14,370	83,520	16,940
Stokes	36.9	.0151	32.5	9.4	18.0	22.2	23.3	13.1	73,518	15,762	7,404	903	4,661	21,216	4,040
Yadkin	30.0	.0123	35.3	9.2	16.4	21.7	28.7	11.2	110,734	30,454	8,964	3,815	4,764	29,229	5,241
SUBURBAN TOTAL	515.1	.2116	33.4	9.3	17.8	23.2	24.0	191.9	1,661,712	406,613	151,562	91,073	89,017	391,818	74,811
HICKORY	**219.5**	**.0904**	**32.8**	**10.2**	**17.5**	**21.9**	**24.3**	**81.1**	**1,245,500**	**261,582**	**109,148**	**110,358**	**61,937**	**306,525**	**55,980**
Alexander	27.8	.0115	32.2	10.1	17.8	22.7	22.3	9.9	70,767	19,460	6,642	3,104	3,537	15,213	3,361
Burke	77.0	.0317	33.3	9.8	17.1	22.2	24.9	28.4	273,652	78,411	27,074	17,569	10,201	43,953	13,676
Catawba	114.7	.0472	32.6	10.4	17.6	21.5	24.4	42.8	901,081	163,711	75,432	89,685	48,199	247,359	38,943
• Hickory	25.1	.0103	34.2	13.4	16.1	18.7	30.0	10.4	514,835	83,425	45,778	58,931	30,960	129,000	21,666
SUBURBAN TOTAL	194.4	.0801	32.6	9.7	17.8	22.3	23.5	70.7	730,665	178,157	63,370	51,427	30,977	177,525	34,314

Fayetteville, N.C. is the second largest market in the Raleigh/Durham ADI.

After a quick look at the following ADI statistics, you'll see that the Fayetteville market is the second most powerful market inside the Raleigh/Durham ADI, and that The Fayetteville Observer/Times is the logical second newspaper choice in the ADI.

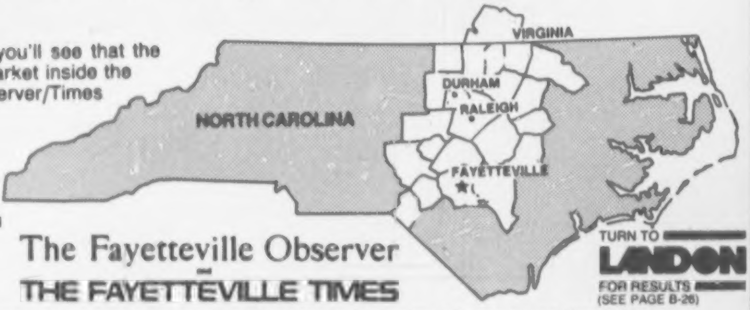
Top three counties in Raleigh (Fayetteville) Durham ADI

County	% of ADI Households	Rank in ADI
Wake (Raleigh)	21.8	1
Cumberland (Fayetteville)	13.6	2
Durham (Durham)	10.1	3

Sunday Newspaper penetration in Raleigh (Fayetteville) Durham ADI

Sunday Newspaper	% of ADI Penetration	Rank in ADI
Raleigh News & Observer	22	1
Fayetteville Observer, Times	11	2
Durham Herald, Sun	10	3

Source: Circulation 86-87



The Fayetteville Observer

and

THE FAYETTEVILLE TIMES

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

FOR MORE INFORMATION CONTACT PAIGE LEDFORD c/o FAYETTEVILLE PUBLISHING CO., P.O. BOX 849, FAYETTEVILLE, NC 28302 OR PHONE 919-323-4848. TOLL FREE IN N.C. 800-682-3476.

HOW TO GET ON TOP OF THE
GREENSBORO/WINSTON-SALEM/HIGH POINT ADI

There's an often-overlooked portion of the ADI that is extremely important - The Piedmont Area Newspaper Group markets (High Point City, Alamance, Davidson, Rockingham, Surry counties). Two newspapers, Greensboro and Winston-Salem with only 23% coverage, are not enough to reach these markets you need.

PANG MARKETS PENETRATION-60%

PANG ADI CIRCULATION-105,639

Source:Circulation 86/87

PANG

Piedmont Area Newspaper Group

- High Point Enterprise/Times
- Burlington Daily Times-News
- Lexington Dispatch
- Mt. Airy News
- Reidsville Review
- Eden News

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

21% SAVINGS ON GROUP BUY

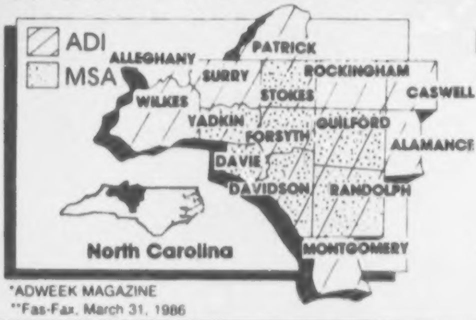
N.C. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
JACKSONVILLE	**124.1**	**.0510**	**23.5**	**30.4**	**17.5**	**15.1**	**11.1**	**36.1**	**591,949**	**111,366**	**51,000**	**87,818**	**41,255**	**181,671**	**15,498**
Onslow	124.1	.0510	23.5	30.4	17.5	15.1	11.1	36.1	591,949	111,366	51,000	87,818	41,255	181,671	15,498
• Jacksonville	27.0	.0111	28.3	15.9	20.4	18.9	17.4	9.9	449,177	74,057	36,592	85,574	35,061	130,884	10,127
SUBURBAN TOTAL	97.1	.0399	23.0	34.4	16.7	14.0	9.4	26.2	142,772	37,309	14,408	2,244	6,194	50,787	5,371
RALEIGH - DURHAM	**648.3**	**.2666**	**30.4**	**15.7**	**20.7**	**19.7**	**20.8**	**245.6**	**4,251,058**	**800,529**	**425,478**	**523,278**	**263,382**	**1,041,995**	**172,512**
Durham	164.2	.0675	31.0	14.9	20.1	18.2	23.7	63.6	1,138,280	206,957	104,890	156,985	70,018	285,561	51,241
• Durham	108.4	.0446	30.2	18.2	20.0	14.5	25.9	43.5	1,006,142	204,422	95,913	156,819	52,998	208,437	49,077
Franklin	33.5	.0138	33.3	11.1	16.1	18.5	28.8	11.8	82,005	24,162	5,852	6,524	2,023	14,676	4,864
Orange	85.2	.0350	27.9	24.6	21.6	16.7	18.0	32.1	459,478	125,332	64,681	29,535	22,515	64,188	17,111
• Chapel Hill	35.9	.0148	24.6	38.0	19.1	14.0	14.7	11.5	288,343	63,087	49,646	24,321	14,[illegible]26	43,451	12,513
Wake	365.4	.1503	30.6	14.4	21.2	21.2	19.5	138.1	2,571,295	444,078	250,055	330,234	168,796	677,590	99,296
• Raleigh	191.6	.0788	30.1	18.8	21.2	18.7	20.9	74.3	1,813,945	244,857	192,516	254,428	93,095	583,7[illegible]	58,980
SUBURBAN TOTAL	312.4	.1284	31.4	10.3	20.7	22.7	19.8	116.3	1,142,628	288,163	87,403	87,710	103,033	206,3[illegible]	51,942
WILMINGTON	**115.4**	**.0475**	**32.0**	**11.7**	**18.5**	**19.8**	**24.7**	**44.3**	**951,981**	**164,814**	**89,106**	**138,078**	**53,598**	**244,247**	**27,894**
New Hanover	115.4	.0475	32.0	11.7	18.5	19.8	24.7	44.3	951,981	164,814	89,106	138,078	53,598	244,247	27,894
• Wilmington	49.2	.0202	32.5	13.9	16.7	15.2	30.8	20.5	761,161	122,070	64,722	113,643	51,809	191,324	26,643
SUBURBAN TOTAL	66.2	.0273	31.7	10.0	19.8	23.2	20.3	23.8	190,820	42,744	24,384	24,435	1,789	52,923	1,251
OTHER COUNTIES															
Alleghany	10.1	.0041	36.4	8.5	15.5	20.1	32.0	3.9	34,016	6,473	2,171	1,703	898	6,938	1,987
Anson	26.5	.0109	32.1	9.5	15.9	16.7	28.7	8.9	77,955	21,112	4,916	3,302	4,814	19,321	4,250
Ashe	23.5	.0097	35.2	8.8	15.8	20.8	30.1	9.1	93,388	19,126	4,910	7,175	3,512	26,879	3,060
Avery	15.2	.0062	32.3	12.5	16.8	19.5	25.9	5.3	67,563	18,498	4,281	5,211	1,315	10,097	2,900
Beaufort	43.7	.0180	33.3	9.4	16.0	18.9	28.4	16.1	203,997	50,652	12,417	23,188	7,652	50,839	8,582
Bertie	21.3	.0087	32.4	10.3	14.0	17.2	29.2	7.5	52,626	15,939	2,064	1,395	2,060	17,407	1,761
Bladen	31.7	.0131	31.9	10.0	17.0	18.5	26.1	11.2	88,929	26,811	3,353	6,763	2,844	22,731	4,651
Brunswick	48.6	.0200	32.7	9.5	16.7	19.8	26.3	17.6	186,140	64,671	25,924	14,093	3,843	21,688	7,303
Caldwell	73.1	.0300	32.6	10.2	16.8	22.3	23.6	26.4	346,540	86,454	19,838	24,138	33,791	99,536	15,577
Camden	5.9	.0024	33.8	10.3	14.2	20.4	27.9	2.0	15,355	4,254	1,062	518	558	1,063	124
Carteret	49.7	.0205	33.5	11.1	17.3	19.6	27.9	19.5	305,323	49,674	31,204	30,690	19,260	65,815	9,456
Caswell	22.5	.0092	32.1	10.7	17.2	19.9	25.2	7.2	25,754	9,172	409	2,241	1,128	6,702	1,709
Chatham	36.6	.0150	33.3	9.6	19.6	20.1	26.6	13.9	124,143	34,734	9,293	8,511	4,040	37,153	3,010
Cherokee	20.5	.0085	36.1	8.3	14.7	20.1	31.5	7.8	105,039	30,101	8,745	8,778	9,570	11,694	4,157
Chowan	13.6	.0056	34.2	9.3	15.6	17.5	31.2	5.1	62,335	17,184	3,571	9,523	1,896	13,905	2,514
Clay	7.3	.0030	36.7	8.2	16.3	17.7	34.5	2.7	24,650	3,093	247	694	1,199	10,251	1,095
Cleveland	88.2	.0362	32.7	10.1	16.7	20.3	25.7	31.5	375,503	101,052	34,981	36,939	18,719	90,252	19,341

Reach The 10th Hottest Retail Market In The USA*



with the
LARGEST NEWSPAPER CIRCULATION
in the
Greensboro/Winston-Salem/High Point ADI

	Circulation**	Readership
Sunday	127,543	311,205
Daily	112,435	257,476

Greensboro News & Record
200 East Market Street • Greensboro, North Carolina 27401 • (919) 373-7111
Represented by Branham Newspaper Sales.

*ADWEEK MAGAZINE
**Fas-Fax, March 31, 1986

EASTERN NORTH CAROLINA
NEWSPAPER NETWORK

• Jacksonville News • Kinston Free Press • New Bern Sun-Journal
• Washington News • Wilson Times

LARGEST CIRCULATION IN EASTERN NORTH CAROLINA

78,834

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

COVERS 26% OF THE GREENVILLE/NEW BERN/WASHINGTON ADI

N.C. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Columbus	52.6	.0216	32.5	9.9	16.0	20.2	25.8	18.7	244,363	52,418	14,369	18,835	8,909	60,404	11,951
Craven	81.4	.0335	28.0	16.6	18.3	17.4	19.8	28.6	466,778	107,764	34,642	52,982	22,642	144,086	12,723
Currituck	13.6	.0056	33.5	10.1	16.2	19.6	28.0	5.1	29,732	14,335	2,518	502	1,407	689	555
Dare	18.5	.0076	35.0	10.0	18.8	18.6	31.4	7.6	161,286	41,211	32,864	10,517	6,124	12,986	1,665
Duplin	42.0	.0173	32.9	9.9	15.6	19.5	27.2	15.1	146,034	44,496	10,257	8,232	9,385	34,651	6,515
Edgecombe	59.2	.0244	30.9	10.6	17.2	17.8	25.1	20.3	219,325	60,768	12,923	21,302	12,040	48,730	10,152
Gates	9.7	.0040	34.2	10.2	15.2	18.3	30.6	3.2	19,400	5,877	1,167	600	141	7,605	1,110
Graham	7.5	.0031	33.6	9.1	16.1	19.8	27.9	2.5	14,785	5,154	1,166	1,051	565	878	759
Granville	36.9	.0152	33.5	10.1	16.6	20.7	26.7	12.2	119,597	34,580	7,490	8,961	3,584	26,691	10,047
Greene	16.4	.0067	30.8	11.6	17.1	18.0	24.8	5.4	22,133	4,660	1,581	1,632	1,509	5,148	512
Halifax	55.9	.0230	32.5	10.1	15.6	17.8	28.3	19.5	333,071	68,960	23,456	48,506	30,822	57,461	13,118
Harnett	64.2	.0264	30.6	14.4	16.0	18.6	24.4	22.6	248,426	59,128	22,344	24,115	11,082	37,975	14,889
Haywood	49.0	.0201	36.4	8.8	15.3	21.4	30.8	18.9	309,158	59,197	22,721	12,704	12,151	100,557	12,745
Henderson	69.5	.0286	37.7	8.0	15.1	19.4	34.3	28.1	490,432	85,261	36,836	25,082	16,898	165,047	16,446
Hertford	23.9	.0098	32.0	12.2	14.9	17.5	28.1	8.2	109,381	27,166	9,806	15,235	6,624	21,352	4,621
Hoke	22.8	.0094	27.8	13.5	16.9	17.6	20.4	6.9	32,524	12,241	[illegible]	3,538	1,821	6,077	1,930
Hyde	5.9	.0024	33.2	10.6	15.0	16.8	30.5	2.1	13,320	5,511	[illegible]	[illegible]	484	698	354
Iredell	89.1	.0367	33.7	9.7	16.5	20.7	27.1	32.9	474,363	112,378	42,294	48,049	21,022	110,434	21,583
Jackson	27.3	.0112	30.1	19.9	15.4	18.3	24.2	9.5	128,380	34,413	12,470	12,528	5,317	28,887	7,814
Johnston	78.9	.0324	33.3	9.5	17.1	20.6	26.5	29.5	439,926	88,041	35,202	21,109	36,604	99,820	16,996
Jones	9.7	.0040	32.0	10.8	15.7	17.7	27.6	3.2	21,801	2,825	797	3,251	534	6,455	228
Lee	42.0	.0173	32.3	10.5	17.4	20.6	24.6	15.2	276,723	71,494	21,126	17,991	9,556	78,766	8,972
Lenoir	60.9	.0250	32.4	10.3	16.6	19.7	26.0	22.2	345,828	75,807	24,690	43,104	17,777	83,972	13,224
McDowell	36.5	.0150	33.6	9.4	16.3	20.9	26.8	13.3	160,780	40,756	13,357	13,473	5,195	42,737	7,326
Macon	23.4	.0096	39.1	7.8	14.5	19.7	36.1	9.5	129,544	26,742	10,859	13,746	6,328	11,306	5,491
Madison	17.4	.0072	34.4	12.6	15.1	19.3	29.8	6.4	34,631	6,174	2,070	1,400	1,619	9,018	2,115
Martin	27.6	.0113	32.5	10.0	16.1	18.7	27.3	9.4	101,646	25,796	11,605	14,225	5,300	19,628	3,983
Mitchell	14.8	.0061	36.9	9.2	15.3	21.0	31.7	5.4	52,966	9,167	4,081	1,173	3,868	20,247	2,735
Montgomery	23.9	.0098	32.9	10.1	16.4	18.6	28.0	8.6	76,245	19,045	6,999	3,217	4,034	17,103	4,552
Moore	57.5	.0236	35.2	9.9	15.3	18.3	32.0	22.5	254,362	63,665	20,151	14,406	9,408	78,292	10,127
Nash	72.2	.0297	32.3	10.2	17.5	19.4	25.9	26.7	500,269	97,258	56,629	59,689	23,127	106,944	19,182
Rocky Mount	47.6	.0196	32.7	9.4	17.7	17.9	28.0	18.5	458,195	92,863	47,554	57,852	23,874	89,234	20,449
Northampton	22.6	.0093	33.6	10.3	15.3	17.9	30.0	7.6	43,599	13,984	3,079	1,024	304	6,396	1,271
Pamlico	11.3	.0047	34.5	9.5	15.3	18.7	30.5	4.0	45,237	11,021	2,984	1,244	447	19,717	926
Pasquotank	30.9	.0127	31.4	14.3	15.7	17.4	26.9	11.3	230,597	31,258	15,750	24,751	13,497	58,085	9,933
Pender	25.6	.0105	33.2	9.0	16.3	19.0	28.1	9.0	62,188	27,228	2,842	2,302	1,000	8,109	2,369
Perquimans	10.5	.0043	35.8	9.9	13.8	18.2	32.8	4.0	21,007	3,574	1,853	757	402	8,471	338
Person	30.4	.0125	32.9	10.3	16.8	19.1	27.3	10.9	130,294	31,763	7,160	7,725	6,815	37,999	7,388
Pitt	96.8	.0398	28.5	19.4	18.0	17.0	21.4	36.8	576,393	98,720	54,540	54,843	35,310	166,924	13,581
Polk	14.5	.0060	40.6	7.7	13.7	18.4	38.9	5.7	38,921	9,017	3,097	1,130	1,404	10,656	2,587
Richmond	47.7	.0197	32.9	10.2	15.8	18.4	28.2	17.4	221,099	51,456	15,917	20,238	12,133	58,323	11,306
Robeson	108.8	.0447	29.0	11.1	16.6	17.7	22.3	35.0	451,109	87,435	31,969	25,150	29,363	92,470	16,011
Rockingham	87.6	.0360	33.6	9.9	16.7	19.9	27.7	32.7	416,830	116,520	34,718	42,965	33,557	62,415	19,313
Rutherford	56.6	.0232	34.6	9.0	15.6	19.7	29.7	21.4	318,552	73,134	21,739	22,908	16,618	94,534	14,376
Sampson	51.8	.0213	33.1	9.8	15.9	19.4	27.5	18.5	175,467	41,720	9,528	20,139	11,977	39,443	8,555
Scotland	34.8	.0143	29.6	11.6	17.4	18.1	22.5	11.6	180,165	54,144	15,109	22,624	7,689	38,226	4,448
Stanly	52.1	.0215	34.5	10.2	16.0	20.1	29.0	19.4	222,373	53,473	16,942	15,237	9,626	55,546	11,548
Surry	62.9	.0259	34.5	9.5	16.0	20.8	28.4	23.6	417,350	78,427	24,042	29,295	22,145	100,539	20,017
Swain	10.8	.0044	34.3	9.7	14.9	19.4	29.5	4.0	54,508	15,727	9,501	2,730	1,486	7,184	1,665
Transylvania	26.1	.0108	34.3	10.7	15.5	20.4	28.5	9.7	98,258	26,577	7,940	8,003	3,043	21,721	4,878
Tyrrell	4.0	.0016	34.8	10.1	13.3	17.2	32.5	1.4	6,116	1,312	133	148	61	790	
Vance	39.2	.0161	32.2	9.8	16.6	18.3	27.1	13.8	218,935	45,481	15,982	26,547	11,875	52,743	7,775
Warren	16.6	.0068	34.0	9.8	14.5	16.3	32.3	5.6	46,354	15,918	2,050	2,399	4,164	7,633	2,465
Washington	15.2	.0062	30.7	10.6	17.1	18.3	24.3	5.1	41,891	12,940	3,184	3,699	2,802	8,599	2,283
Watauga	34.4	.0142	28.3	25.1	16.1	17.3	22.0	12.4	246,858	47,770	28,274	15,283	15,665	55,171	8,747
Wayne	100.9	.0415	30.2	12.9	17.7	19.9	21.7	35.8	525,569	96,341	37,840	63,795	25,494	152,307	16,924
Wilkes	62.8	.0258	32.9	10.2	17.5	21.4	25.0	23.2	279,244	54,538	18,323	20,540	6,148	72,063	10,507
Wilson	65.0	.0267	31.7	11.4	17.0	19.1	25.3	23.6	394,693	71,359	31,792	53,042	16,044	106,031	16,288
Yancey	15.7	.0065	34.9	8.7	16.7	19.9	29.9	5.7	42,992	14,204	2,936	2,734	560	8,151	2,876
TOTAL METRO COUNTIES	**3,502.8**	**1.4402**	**31.3**	**13.2**	**18.6**	**20.3**	**22.9**	**1,300.4**	**22,840,457**	**4,413,914**	**2,099,786**	**2,626,414**	**1,385,083**	**5,933,089**	**776,241**
TOTAL STATE	**6,386.6**	**2.6259**	**31.8**	**12.2**	**17.6**	**19.8**	**24.6**	**2,344.6**	**36,513,521**	**7,520,153**	**3,189,034**	**3,825,260**	**2,087,693**	**9,340,250**	**1,330,513**

It takes the
GASTONIA GAZETTE
to sell the whole
'Metro' market!

TURN TO LANDON FOR RESULTS
(SEE PAGE B-26)
NORTH CAROLINA
Charlotte-GASTONIA-ROCKHILL METRO
Metro GASTON COUNTY

N.C.

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ASHEVILLE	**1,846,672**	**20,483**	**27.2**	**28.9**	**13.5**	**8.7**	**.0710**
Buncombe	1,846,672	20,483	27.2	28.9	13.5	8.7	.0710
• Asheville	663,497	17,968	28.5	25.3	11.2	8.3	.0343
SUBURBAN TOTAL	1,183,175	22,003	26.3	31.3	15.0	8.9	.0367
BURLINGTON	**1,139,801**	**22,635**	**25.2**	**30.3**	**16.1**	**9.6**	**.0448**
Alamance	1,139,801	22,635	25.2	30.3	16.1	9.6	.0448
• Burlington	453,196	21,822	25.3	28.7	14.9	10.5	.0231
SUBURBAN TOTAL	686,605	23,162	25.1	31.4	16.9	9.1	.0217

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CHARLOTTE - GASTONIA - ROCK HILL	**12,581,192**	**24,484**	**23.5**	**30.3**	**17.4**	**12.4**	**.4433**
Cabarrus	1,065,792	24,432	23.7	31.0	17.8	11.0	.0371
• Kannapolis	355,189	22,035	26.3	31.9	15.1	7.9	.0132
Gaston	1,946,549	24,465	23.2	31.7	17.9	11.0	.0668
• Gastonia	638,119	22,473	24.8	27.9	15.1	12.3	.0291
Lincoln	516,123	23,980	23.4	34.1	16.7	9.9	.0160
Mecklenburg	5,791,131	25,332	23.0	28.2	17.8	15.1	.2090
• Charlotte	4,474,716	24,129	24.1	28.4	16.4	14.4	.1703

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*S&MM 1986 Survey of Buying Power
**1985 Newspaper Ratings Study

The Charlotte Observer

Represented Nationally by Knight Ridder Newspaper Sales

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SOURCE: (c)AMERICAN NEWSPAPER MARKETS, INC.,CIRCULATION 86/87

MULTIMEDIA NEWSPAPERS

N.C. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Rowan	1,137,317	22,507	25.7	33.0	15.3	8.2	.0411
Union	803,959	23,220	24.3	32.5	16.6	8.7	.0274
York, S. C.	*1,320,321*	*24,675*	*22.6*	*30.8*	*18.0*	*11.7*	*.0459*
• Rock Hill	*389,689*	*20,985*	*26.1*	*28.9*	*15.0*	*8.4*	*.0181*
SUBURBAN TOTAL	6,723,479	25,301	22.5	31.8	18.7	11.6	.2126
FAYETTEVILLE	**2,520,326**	**20,113**	**30.3**	**29.0**	**13.3**	**8.0**	**.0929**
Cumberland	2,520,326	20,113	30.3	29.0	13.3	8.0	.0929
• Fayetteville	746,072	18,956	26.5	23.6	12.7	11.4	.0376
SUBURBAN TOTAL	1,774,254	20,536	32.0	31.5	13.7	6.3	.0553
GREENSBORO - WINSTON-SALEM - HIGH POINT	**10,765,310**	**23,412**	**24.4**	**29.3**	**16.0**	**12.4**	**.3739**
Davidson	1,318,677	22,697	25.7	31.6	15.6	9.5	.0424
Davie	298,336	22,653	24.7	30.1	15.5	10.3	.0089
Forsyth	3,370,709	24,680	22.7	27.6	16.9	15.0	.1201
• Winston-Salem	1,832,014	20,924	25.3	25.7	12.8	13.6	.0763
Guilford	4,039,014	23,407	24.7	28.5	15.8	13.4	.1476
• Greensboro	2,222,193	22,695	25.6	27.9	14.6	13.7	.0899
• High Point	739,834	19,956	27.9	27.0	12.7	10.2	.0311
Randolph	1,037,393	21,944	27.1	33.6	14.1	7.6	.0338
Stokes	394,591	24,955	21.5	31.2	18.6	10.7	.0112
Yadkin	306,590	21,206	24.9	28.1	15.5	8.8	.0099
SUBURBAN TOTAL	5,971,269	24,918	23.1	31.4	17.9	11.8	.1766
HICKORY	**2,377,809**	**22,719**	**26.6**	**33.2**	**15.2**	**8.7**	**.0833**
Alexander	265,810	21,529	27.6	33.7	14.3	6.2	.0082
Burke	761,529	20,550	29.8	32.8	12.9	5.9	.0247
Catawba	1,350,470	24,694	24.4	33.2	16.9	11.2	.0504
• Hickory	329,545	21,157	27.8	27.9	10.9	13.9	.0181
SUBURBAN TOTAL	2,048,264	22,927	26.6	33.7	15.8	8.0	.0652
JACKSONVILLE	**997,935**	**15,915**	**38.3**	**25.2**	**8.1**	**3.7**	**.0390**
Onslow	997,935	15,915	38.3	25.2	8.1	3.7	.0390
• Jacksonville	245,223	18,981	32.7	29.9	11.9	5.2	.0155
SUBURBAN TOTAL	752,712	14,886	40.2	23.5	6.7	3.1	.0235
RALEIGH - DURHAM	**8,476,044**	**26,013**	**22.3**	**27.0**	**17.6**	**17.2**	**.2818**
Durham	2,172,152	25,151	22.3	25.7	17.1	17.5	.0731
• Durham	1,341,236	21,252	25.8	25.9	13.8	13.1	.0519
Franklin	291,677	18,238	27.3	26.2	12.4	7.2	.0092
Orange	995,767	21,129	26.6	26.2	13.1	13.3	.0330
• Chapel Hill	423,522	22,105	26.0	21.8	12.1	20.3	.0159
Wake	5,016,448	28,472	20.5	27.8	19.3	18.9	.1665
• Raleigh	2,647,755	25,921	22.9	26.6	16.5	18.6	.0970
SUBURBAN TOTAL	4,063,531	28,478	19.8	28.1	20.2	17.6	.1170
WILMINGTON	**1,218,118**	**20,593**	**24.9**	**28.4**	**13.7**	**9.2**	**.0493**
New Hanover	1,218,118	20,593	24.9	28.4	13.7	9.2	.0493
• Wilmington	460,574	14,525	28.6	21.4	7.7	7.1	.0272
SUBURBAN TOTAL	757,544	25,787	21.9	34.5	18.9	10.9	.0221
OTHER COUNTIES							
Alleghany	84,312	15,791	32.4	26.8	5.1	5.7	.0030
Anson	195,001	16,621	29.5	27.2	9.1	4.3	.0070
Ashe	203,057	16,422	30.8	27.2	8.8	4.5	.0073
Avery	115,022	15,669	35.0	24.6	8.8	3.7	.0045
Beaufort	381,906	17,374	28.3	26.2	10.5	6.6	.0141
Bertie	173,082	15,795	28.6	25.0	9.1	6.0	.0058
Bladen	237,011	15,304	30.7	23.4	9.0	4.1	.0084
Brunswick	430,730	18,691	25.6	28.8	12.0	6.3	.0150
Caldwell	723,075	21,937	27.2	34.5	13.4	7.1	.0252
Camden	50,410	20,467	22.5	32.0	11.0	8.0	.0016
Carteret	503,104	19,410	29.0	28.2	13.7	6.5	.0187
Caswell	155,253	16,413	30.0	28.1	8.8	3.1	.0050
Chatham	357,766	20,683	27.4	32.6	13.5	5.9	.0116
Cherokee	171,046	15,699	34.0	23.6	9.4	4.7	.0066
Chowan	125,621	17,161	30.1	25.3	10.8	6.7	.0046
Clay	59,119	16,043	32.8	24.1	7.2	6.2	.0020
Cleveland	877,208	22,057	24.9	31.5	15.5	8.0	.0297
Columbus	452,145	16,940	28.3	24.0	10.8	7.8	.0168
Craven	772,773	18,700	28.8	26.7	12.4	7.5	.0292
Currituck	128,315	19,229	26.5	27.8	11.7	8.4	.0038
Dare	212,892	20,032	31.4	29.1	12.0	9.0	.0084
Duplin	330,826	16,169	28.9	25.9	8.9	5.0	.0120
Edgecombe	516,337	19,722	25.2	29.3	13.2	6.9	.0179

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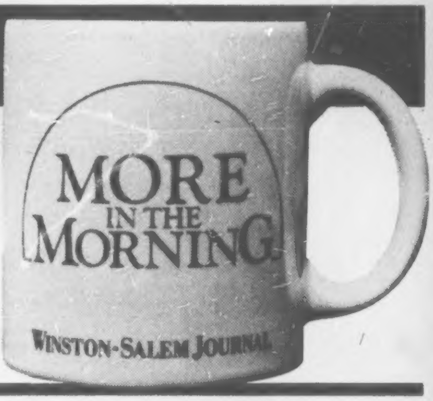
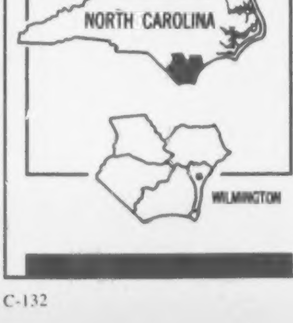


WILMINGTON: A MARKET WITH SPENDING POWER



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Source: Sales & Marketing Management, 1987 Survey of Buying Power; N.C. Alcoholic Beverage Control Board, 1986; Belden Associates, 1986

N.C. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Gates	72,747	17,474	26.3	29.4	11.1	3.3	.0024
Graham	48,284	14,826	33.0	26.1	5.2	2.7	.0017
Granville	324,143	19,997	26.3	29.4	13.3	7.4	.0109
Greene	133,649	17,392	29.8	25.9	10.6	7.1	.0040
Halifax	448,876	15,851	26.6	24.0	10.1	6.3	.0189
Harnett	538,751	17,443	30.9	27.2	10.9	5.0	.0194
Haywood	527,578	21,207	25.8	27.1	16.0	9.7	.0191
Henderson	799,795	21,694	25.8	29.4	14.5	10.2	.0291
Hertford	204,638	18,036	26.5	25.9	11.9	7.6	.0077
Hoke	182,949	20,073	27.2	28.5	14.0	7.6	.0056
Hyde	41,006	13,870	31.6	22.3	6.4	4.0	.0013
Iredell	918,371	21,863	26.5	31.5	15.4	7.8	.0325
Jackson	233,078	16,849	31.1	25.9	9.5	5.8	.0087
Johnston	671,814	17,254	28.6	28.6	9.2	4.9	.0267
Jones	66,363	15,538	30.9	25.9	8.3	3.6	.0024
Lee	418,126	20,392	27.7	29.2	13.1	8.7	.0161
Lenoir	550,818	18,493	28.1	28.1	11.7	6.6	.0213
McDowell	340,113	20,724	27.1	33.0	13.8	5.1	.0120
Macon	213,092	15,715	34.1	24.5	7.3	5.1	.0081
Madison	150,791	15,660	30.0	24.3	8.6	5.3	.0046
Martin	219,489	17,299	29.0	26.5	10.6	6.0	.0081
Mitchell	126,492	18,292	29.3	27.6	14.2	3.7	.0044
Montgomery	207,172	19,009	28.3	31.3	10.9	5.2	.0070
Moore	643,529	20,822	26.4	29.7	11.8	10.4	.0207
Nash	716,058	19,398	26.1	27.2	13.3	8.2	.0281
Rocky Mount	495,190	19,406	25.1	26.5	13.2	9.0	.0215
Northampton	160,648	13,899	31.4	21.1	7.2	4.6	.0054
Pamlico	88,958	16,643	26.3	27.0	9.6	5.2	.0035

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Pasquotank	254,867	16,393	29.5	25.2	10.5	4.6	.0113
Pender	190,433	15,270	29.7	25.0	8.3	4.9	.0066
Perquimans	71,294	13,305	32.7	21.0	7.0	1.7	.0025
Person	276,288	19,596	27.3	29.9	12.8	6.2	.0098
Pitt	915,579	17,505	27.2	24.9	11.7	7.2	.0350
Polk	165,271	20,754	27.2	25.4	13.6	12.6	.0048
Richmond	429,536	18,998	27.1	29.3	11.9	6.2	.0156
Robeson	833,094	17,306	29.5	27.3	10.0	5.6	.0319
Rockingham	930,576	21,995	24.9	29.4	15.4	9.8	.0313
Rutherford	560,322	20,354	26.7	29.9	13.9	7.1	.0205
Sampson	398,238	15,828	31.3	25.4	9.1	4.0	.0146
Scotland	326,408	21,336	24.2	28.4	15.7	8.7	.0119
Stanly	553,215	22,447	24.8	32.3	14.7	9.2	.0181
Surry	623,109	19,963	27.9	29.5	13.2	7.2	.0240
Swain	69,074	13,161	36.7	19.0	3.8	2.4	.0032
Transylvania	288,858	23,892	21.4	31.1	16.6	10.9	.0090
Tyrrell	28,792	16,523	26.9	28.4	8.3	4.1	.0010
Vance	346,237	18,172	28.8	27.7	10.7	7.3	.0134
Warren	113,542	14,269	30.4	24.4	5.9	3.7	.0041
Washington	136,286	19,872	24.2	25.9	14.3	9.6	.0045
Watauga	307,128	16,260	28.6	24.0	9.0	8.0	.0129
Wayne	882,860	18,131	29.9	27.5	11.4	5.9	.0338
Wilkes	614,411	20,061	28.2	31.4	11.3	7.4	.0212
Wilson	618,508	19,135	27.5	27.6	13.1	7.2	.0237
Yancey	117,376	15,792	32.4	27.3	6.6	3.0	.0041
TOTAL METRO COUNTIES	**40,602,886**	**23,249**	**24.8**	**29.2**	**16.0**	**12.2**	**1.4334**
TOTAL STATE	**66,957,529**	**21,141**	**26.2**	**28.7**	**14.2**	**9.8**	**2.3901**

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

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THE SUN
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Branham

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NORTH DAKOTA

N.D.
S&MM ESTIMATES

	POPULATION—12/31/86			% of Population by Age Group					RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BISMARCK	**92.3**	**.0380**	**29.5**	**12.7**	**19.4**	**18.3**	**21.2**	**32.7**	**615,092**	**100,177**	**50,160**	**97,489**	**27,542**	**184,748**	**16,229**
Burleigh	64.2	.0264	29.4	13.5	20.2	18.7	20.0	23.0	492,362	75,742	39,585	96,600	24,363	137,123	14,990
• Bismarck	50.8	.0209	29.6	13.8	20.3	18.3	20.8	19.1	478,348	72,814	38,029	95,145	23,605	134,902	14,763
Morton	28.1	.0116	30.0	10.9	17.4	17.3	23.9	9.7	122,730	24,435	10,575	889	3,179	47,625	1,239
SUBURBAN TOTAL	41.5	.0171	29.4	11.4	18.2	18.3	21.5	13.6	136,744	27,363	12,131	2,344	3,937	49,846	1,466
FARGO - MOORHEAD	**150.0**	**.0616**	**28.9**	**18.4**	**19.3**	**16.5**	**21.7**	**55.1**	**1,050,224**	**162,727**	**96,420**	**135,195**	**47,143**	**295,581**	**21,334**
Cass	100.7	.0414	29.3	16.8	21.1	16.7	21.2	38.0	787,864	94,714	67,778	122,559	29,366	247,262	12,967
• Fargo	69.3	.0285	29.1	20.0	21.1	15.7	21.8	27.2	714,030	80,859	60,212	120,943	28,175	230,523	11,865
Clay, Minn.	*49.3*	*.0202*	*27.9*	*21.6*	*15.5*	*16.2*	*22.7*	*17.1*	*262,360*	*68,013*	*28,642*	*12,636*	*17,777*	*48,319*	*8,367*
• *Moorhead*	*29.4*	*.0121*	*25.4*	*29.4*	*15.0*	*14.2*	*21.4*	*10.1*	*204,727*	*59,142*	*22,600*	*9,715*	*15,408*	*37,405*	*7,523*
SUBURBAN TOTAL	51.3	.0210	30.2	10.0	19.1	19.0	21.9	17.8	131,467	22,726	13,608	4,537	3,560	27,653	1,946
GRAND FORKS	**70.6**	**.0290**	**26.4**	**21.3**	**20.3**	**15.1**	**17.5**	**23.9**	**484,430**	**61,156**	**31,050**	**108,753**	**30,070**	**143,971**	**6,207**
Grand Forks	70.6	.0290	26.4	21.3	20.3	15.1	17.5	23.9	484,430	61,156	31,050	108,753	30,070	143,971	6,207
• Grand Forks	45.4	.0187	26.8	23.5	19.7	15.0	18.8	16.3	452,413	55,648	28,223	107,211	29,550	132,105	5,419
SUBURBAN TOTAL	25.2	.0103	25.8	17.2	21.2	15.1	15.3	7.6	32,017	5,508	2,827	1,542	520	11,866	788
OTHER COUNTIES															
Adams	3.7	.0015	35.3	8.6	15.2	17.8	32.7	1.3	21,954	8,636	1,717	2,083		3,095	1,242
Barnes	13.4	.0055	34.2	13.1	14.2	15.6	33.3	5.0	89,942	16,323	5,100	6,659	2,605	32,308	2,856
Benson	8.1	.0034	31.4	8.5	12.9	15.6	29.8	2.5	8,254	2,934	1,255	128	252	740	156
Billings	1.2	.0005	30.7	10.0	14.5	18.3	25.4	.4	1,988	665	896				
Bottineau	9.3	.0038	35.2	10.0	14.0	16.4	33.7	3.2	41,501	6,679	3,400	1,047	2,187	12,669	1,203
Bowman	4.4	.0018	32.3	9.5	15.0	18.2	27.8	1.6	20,794	5,204	1,973	815	617	6,786	1,115
Burke	3.6	.0015	40.8	6.6	12.1	17.4	39.4	1.4	12,577	1,999	1,282	360	353	3,963	306
Cavalier	7.3	.0030	36.4	7.8	13.5	18.1	33.6	2.6	31,318	7,476	1,987	502	1,789	7,346	1,134
Dickey	7.4	.0030	34.6	9.9	14.2	16.4	33.0	2.5	35,046	7,849	3,504	995	1,169	9,940	2,046
Divide	3.3	.0014	42.1	6.8	12.4	16.3	41.4	1.2	11,534	2,698	945	585		2,869	261
Dunn	4.9	.0020	31.9	10.0	14.7	17.8	27.6	1.6	12,207	3,392	849		56	6,270	158
Eddy	3.0	.0012	39.8	7.7	12.6	15.5	39.6	1.3	13,744	2,980	618	142	229	4,563	378
Emmons	5.7	.0024	36.8	7.0	10.7	18.2	34.0	2.0	28,687	7,589	1,439	602	517	9,853	533
Foster	4.6	.0019	34.9	8.8	13.3	17.0	32.9	1.6	34,296	5,397	1,912	631	443	12,576	927
Golden Valley	2.5	.0010	35.0	7.8	13.7	16.4	33.6	.9	19,840	2,958	1,552	144	425	8,375	115
Grant	4.2	.0017	35.5	7.1	13.7	17.5	33.1	1.5	14,957	2,825	912		79	6,528	520
Griggs	3.6	.0015	40.0	7.3	14.4	15.0	40.1	1.4	9,904	3,902	603	390		2,094	257
Hettinger	4.2	.0017	36.6	8.0	13.3	17.6	34.2	1.5	21,106	5,357	1,478	534	72	10,570	962
Kidder	3.8	.0016	35.8	7.6	12.7	18.6	32.4	1.4	6,602	1,231	436		112	992	180
La Moure	6.3	.0026	37.4	7.8	12.6	16.7	36.1	2.3	17,719	4,746	1,597	283	76	4,490	509
Logan	3.3	.0014	39.9	7.2	10.2	18.8	37.3	1.2	17,734	2,949	704		389	10,036	270
McHenry	7.5	.0030	37.4	7.6	12.8	17.3	35.5	2.8	16,511	4,021	1,491	49	211	4,027	636
McIntosh	4.6	.0019	45.7	6.5	9.6	18.3	44.4	1.9	25,388	7,080	1,861	152	541	9,570	741
McKenzie	8.3	.0034	30.0	10.8	16.6	17.3	24.3	2.7	39,483	13,519	4,071		557	6,688	1,345
McLean	13.2	.0055	33.1	8.4	16.0	16.9	30.1	4.6	51,852	16,300	3,820	466	1,300	7,537	1,250
Mercer	14.2	.0058	30.4	10.8	18.8	18.1	23.3	5.1	56,444	14,696	5,983	1,423	1,658	14,377	2,088
Mountrail	8.0	.0033	34.2	8.1	14.5	16.9	31.9	2.9	32,800	8,863	2,637	678	608	10,454	1,686
Nelson	5.2	.0021	43.1	6.4	11.6	17.0	42.7	2.0	36,839	6,630	2,518	1,052	176	6,342	750
Oliver	2.7	.0011	30.1	9.7	17.7	18.9	22.5	.8	1,931	649	519				
Pembina	10.5	.0043	35.1	7.9	15.3	16.9	33.1	3.7	48,859	11,273	3,569	584	430	19,712	1,582
Pierce	6.1	.0025	35.8	8.6	12.0	17.6	33.5	2.0	47,824	8,459	3,110	2,632	912	19,587	1,009
Ramsey	13.4	.0055	33.6	10.3	15.0	16.3	31.6	5.0	105,532	19,224	7,972	5,550	4,060	33,489	4,065
Ransom	6.7	.0028	37.0	7.2	14.4	16.2	36.0	2.4	31,364	7,523	3,483	313	1,393	6,830	1,459
Renville	3.6	.0015	36.2	7.1	13.7	18.8	32.8	1.3	12,562	3,706	584		164	1,365	438
Richland	20.1	.0082	30.8	17.7	14.5	14.8	29.1	6.9	93,900	19,126	4,532	9,214	8,046	24,262	1,487
Rolette	13.1	.0054	26.4	10.3	14.2	16.5	21.3	3.7	42,038	14,489	1,578	772	528	13,888	1,064
Sargent	5.3	.0022	33.8	8.6	15.4	17.0	31.2	2.0	12,493	3,173	1,478	945	206	1,845	301
Sheridan	2.8	.0012	39.7	7.3	12.1	19.4	36.6	1.0	3,975	560	226		181	1,259	113

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N.D. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Sioux	3.9	.0016	23.5	10.4	14.8	17.4	15.6	.9	6,499	2,054	433	929		113	
Slope	1.2	.0005	32.7	9.5	13.9	17.2	29.6	.4	1,612	115	955				
Stark	26.1	.0107	28.0	15.5	17.8	15.7	21.8	8.9	246,979	36,882	13,632	13,335	11,048	101,961	5,688
Steele	2.9	.0012	37.5	7.4	13.4	18.9	34.4	1.1	8,987	449	443	673		6,576	
Stutsman	25.0	.0103	32.6	11.3	16.8	17.6	28.4	9.2	164,123	30,958	14,250	7,988	7,424	50,801	3,952
Towner	4.2	.0017	38.8	8.2	12.7	16.2	37.9	1.6	21,092	4,282	1,636	209		9,161	953
Traill	9.7	.0040	36.2	11.9	12.8	15.7	35.6	3.5	36,821	4,703	3,564	356	834	17,634	1,768
Walsh	15.6	.0064	35.7	8.3	15.2	17.6	33.2	5.6	100,314	18,216	4,807	9,007	3,530	37,787	2,063
Ward	61.9	.0254	28.1	15.3	19.1	17.1	19.7	21.5	445,709	60,647	29,817	67,010	31,710	137,140	9,766
Wells	7.0	.0029	39.1	7.4	12.0	17.4	37.5	2.7	41,624	8,888	3,126	1,726	1,205	16,049	1,343
Williams	27.0	.0111	30.0	13.3	18.1	16.8	24.2	10.2	237,203	48,230	14,860	11,490	18,329	69,759	9,001
TOTAL METRO COUNTIES	**263.6**	**.1084**	**28.6**	**16.6**	**20.2**	**16.8**	**20.2**	**94.6**	**1,887,386**	**256,047**	**148,988**	**328,801**	**86,978**	**575,981**	**35,403**
TOTAL STATE	**701.2**	**.2883**	**30.7**	**13.1**	**17.2**	**16.9**	**25.7**	**249.4**	**4,329,848**	**734,551**	**320,102**	**481,254**	**193,404**	**1,360,257**	**105,079**

N.D.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BISMARCK	**1,108,602**	**25,902**	**22.1**	**28.2**	**18.6**	**14.7**	**.0387**
Burleigh	861,948	29,311	20.2	27.0	20.7	18.6	.0297
• Bismarck	719,593	29,674	20.0	26.8	20.9	19.1	.0260
Morton	246,654	19,934	26.4	30.8	13.6	5.4	.0090
SUBURBAN TOTAL	389,009	21,730	24.9	30.3	15.2	8.5	.0127
FARGO - MOORHEAD	**1,834,762**	**24,985**	**22.8**	**28.8**	**18.2**	**13.1**	**.0644**
Cass	1,329,360	26,471	21.7	28.1	19.5	14.9	.0465
• Fargo	946,560	25,669	22.5	27.1	19.0	14.6	.0361
Clay, Minn.	*505,402*	*22,159*	*25.1*	*30.5*	*15.5*	*9.1*	[illegible]
• Moorhead	*306,777*	*21,904*	*25.5*	*29.5*	*15.4*	*9.6*	[illegible]
SUBURBAN TOTAL	581,425	25,925	21.5	31.1	18.7	12.9	.0166
GRAND FORKS	**1,003,237**	**29,301**	**20.7**	**26.3**	**18.2**	**22.8**	**.0325**
Grand Forks	1,003,237	29,301	20.7	26.3	18.2	22.8	.0325
• Grand Forks	689,115	30,337	19.8	23.5	18.2	24.8	.0245
SUBURBAN TOTAL	314,122	27,603	22.7	32.0	18.1	18.5	.0080
OTHER COUNTIES							
Adams	31,340	18,568	26.7	29.9	10.5	5.7	.0013
Barnes	138,054	19,831	26.7	28.0	12.8	8.7	[illegible]
Benson	64,704	18,986	28.7	28.4	11.3	7.4	[illegible]
Billings	15,584	[illegible]	26.0	20.8	14.2	24.0	.0004
Bottineau	101,286	[illegible]	26.7	26.2	14.7	13.8	.0032
Bowman	55,840	24,500	23.5	23.9	16.3	18.4	.0018
Burke	38,171	20,187	26.5	25.9	15.1	9.4	.0012
Cavalier	71,626	20,290	26.3	30.0	11.9	8.9	.0025
Dickey	63,959	17,476	28.8	26.0	9.8	8.0	.0024
Divide	39,319	24,346	21.4	29.0	15.5	15.7	.0012
Dunn	40,492	16,904	34.8	21.7	11.9	7.6	.0013
Eddy	29,323	16,609	33.3	26.0	9.0	4.2	.0010
Emmons	42,484	14,328	29.6	21.1	7.3	5.6	.0017
Foster	51,746	22,472	28.2	32.1	10.6	12.9	.0020
Golden Valley	28,014	22,050	25.7	25.7	15.8	13.2	.0011
Grant	26,280	11,807	29.9	19.0	4.7	3.4	.0012
Griggs	38,408	20,462	27.6	27.5	15.0	8.8	.0011
Hettinger	36,500	17,214	32.7	25.7	8.7	7.3	.0013
Kidder	26,354	13,295	32.6	19.1	4.6	5.4	.0008
La Moure	58,915	18,677	29.6	26.9	11.8	7.4	.0019
Logan	24,835	14,000	31.8	20.9	6.8	5.4	.0012
McHenry	64,691	17,162	26.8	26.2	10.5	5.6	.0019
McIntosh	33,857	11,932	29.8	18.4	6.3	3.1	.0015
McKenzie	106,205	29,093	20.0	26.0	18.2	22.9	.0033
McLean	164,240	26,987	21.8	24.0	19.9	18.3	.0049
Mercer	180,748	29,103	18.0	27.8	22.7	16.0	.0053
Mountrail	87,197	22,079	25.6	27.5	14.7	12.4	.0028
Nelson	49,598	17,680	26.9	25.7	12.1	6.6	.0019
Oliver	20,948	21,071	26.3	30.9	15.8	5.4	.0008
Pembina	116,909	22,804	24.5	28.7	15.0	13.1	.0036
Pierce	48,778	17,017	32.8	24.9	10.0	7.1	.0023
Ramsey	158,383	23,474	23.9	28.2	16.0	13.4	.0060
Ransom	72,104	22,642	26.0	28.6	17.2	10.4	.0024
Renville	40,821	23,400	25.1	29.2	15.4	13.5	.0013
Richland	233,921	24,600	23.6	30.1	15.6	14.3	.0074
Rolette	97,924	17,786	26.6	24.5	12.6	8.4	.0035
Sargent	51,667	19,700	29.3	29.4	13.2	6.5	.0016
Sheridan	27,890	20,885	24.2	29.6	13.3	9.4	.0009
Sioux	20,928	15,957	29.5	24.1	10.3	6.3	.0007
Slope	9,031	16,455	29.7	23.1	9.4	7.3	.0003
Stark	331,949	28,335	19.2	26.5	18.2	20.8	.0126
Steele	30,456	20,833	25.4	29.3	12.0	11.1	.0011
Stutsman	294,299	23,382	23.0	28.6	16.6	12.8	.0103
Towner	47,471	22,316	23.0	28.4	15.6	11.1	.0016
Traill	109,170	22,961	23.9	29.1	15.2	12.5	.0033
Walsh	164,873	21,400	24.1	28.1	13.6	11.6	.0062
Ward	721,559	24,295	25.6	29.1	16.9	13.6	.0261
Wells	73,947	19,754	26.6	26.1	13.3	10.0	.0027
Williams	383,713	29,878	18.4	28.1	20.8	19.1	.0135
TOTAL METRO COUNTIES	**3,441,199**	**26,921**	**21.5**	**27.8**	**18.8**	**16.8**	**.1177**
TOTAL STATE	**8,207,710**	**23,915**	**23.6**	**27.4**	**16.5**	**14.2**	**.2833**

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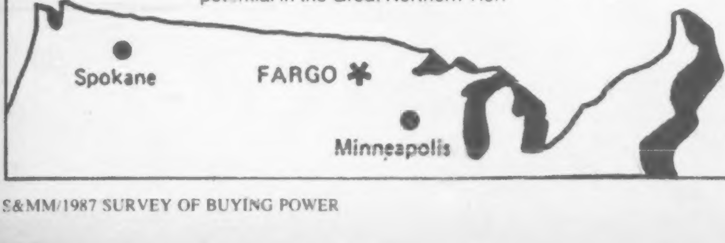

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POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
AKRON	**648.5**	**.2666**	**32.1**	**12.2**	**17.5**	**19.0**	**25.9**	**242.4**	**3,808,456**	**791,303**	**405,947**	**465,810**	**140,513**	**860,260**	**147,287**
Portage	139.5	.0573	28.8	16.4	18.3	19.2	19.4	48.2	588,192	128,234	62,184	49,717	13,815	164,938	17,980
• Kent	28.4	.0117	24.2	37.2	20.1	11.2	14.5	10.1	206,124	31,962	25,926	30,028	3,899	75,088	3,699
Summit	509.0	.2093	33.1	11.0	17.3	18.9	27.8	194.2	3,220,264	663,069	343,763	416,093	126,698	695,322	129,307
• Akron	224.7	.0924	32.5	12.5	17.5	15.9	29.8	90.6	1,502,791	270,386	165,976	273,717	61,677	301,983	58,352
• Barberton	28.1	.0116	33.2	11.2	16.9	16.1	30.9	11.1	143,603	33,525	17,714	17,930	2,451	33,019	7,487
Cuyahoga Falls	42.1	.0173	33.3	11.1	18.9	17.2	29.5	16.8	259,763	56,658	30,665	11,087	8,847	80,059	15,573
SUBURBAN TOTAL	367.3	.1509	32.6	10.1	17.3	21.7	24.1	130.6	1,955,938	455,430	196,331	144,135	72,486	450,170	77,749
CANTON	**405.4**	**.1666**	**32.9**	**10.3**	**17.1**	**19.4**	**27.1**	**147.7**	**2,300,766**	**509,777**	**226,089**	**281,433**	**102,104**	**504,103**	**81,859**
Carroll	28.0	.0115	31.9	9.5	17.1	19.1	25.6	9.7	87,043	16,552	5,348	7,355	2,300	31,655	861
Stark	377.4	.1551	33.0	10.4	16.9	19.4	27.3	138.0	2,213,723	493,225	220,741	274,078	99,804	472,448	80,998
• Canton	88.7	.0365	33.0	11.6	16.9	15.6	31.0	36.0	647,579	115,067	56,945	80,790	24,635	167,025	24,327
• Massillon	31.5	.0130	34.0	11.1	15.6	17.3	31.1	12.2	254,652	75,324	15,672	16,722	6,927	72,826	9,439
SUBURBAN TOTAL	285.2	.1171	32.8	9.9	17.2	20.7	25.5	99.5	1,398,535	319,386	153,472	183,921	70,542	264,252	48,093
CINCINNATI	**1,419.3**	**.5835**	**31.7**	**11.4**	**17.4**	**19.0**	**25.3**	**529.9**	**8,965,943**	**1,771,552**	**981,257**	**1,372,139**	**436,229**	**1,962,822**	**373,669**
Clermont	140.4	.0577	29.5	10.9	18.9	20.6	19.0	48.8	679,422	140,582	48,099	122,859	33,822	177,794	18,111
Hamilton	862.9	.3548	32.5	11.8	17.0	18.4	27.3	335.3	6,201,989	1,144,751	702,410	943,669	319,067	1,439,370	249,637
• Cincinnati	372.2	.1530	31.9	14.1	18.4	15.0	29.2	161.0	2,482,475	429,513	330,621	342,907	107,635	573,340	112,673
Warren	105.7	.0435	30.5	11.2	18.6	21.8	19.8	35.9	407,144	107,816	44,157	58,366	15,056	59,996	19,210
Dearborn, Ind.	*37.7*	*.0155*	*32.0*	*9.3*	*16.4*	*20.0*	*25.1*	*12.9*	*146,969*	*36,260*	*11,703*	*14,848*	*5,797*	*33,381*	*10,268*
Boone, Ky.	*51.3*	*.0211*	*29.7*	*10.3*	*19.2*	*21.2*	*18.7*	*17.4*	*502,241*	*75,124*	*55,958*	*113,806*	*13,293*	*92,477*	*17,306*
Campbell, Ky.	*81.8*	*.0336*	*32.1*	*11.3*	*15.7*	*17.9*	*27.6*	*29.0*	*350,385*	*92,451*	*39,253*	*28,412*	*16,013*	*59,756*	*25,920*
Kenton, Ky.	*139.5*	*.0573*	*31.3*	*11.1*	*17.5*	*18.0*	*25.5*	*50.6*	*677,793*	*174,568*	*79,677*	*90,179*	*33,181*	*100,048*	*33,217*
Covington	*47.1*	*.0194*	*32.1*	*11.5*	*16.2*	*15.3*	*30.1*	*18.5*	*312,942*	*69,992*	*41,554*	*22,605*	*15,961*	*85,840*	*14,251*
SUBURBAN TOTAL	1,047.1	.4305	31.7	10.5	17.0	20.4	24.0	368.9	6,483,468	1,342,039	650,636	1,029,232	328,594	1,389,482	260,996
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,692.9***	***.6960***	***31.5***	***11.9***	***17.3***	***19.1***	***24.9***	***627.2***	***10,191,677***	***2,055,799***	***1,112,637***	***1,510,618***	***482,768***	***2,274,389***	***423,823***
CLEVELAND	**1,853.3**	**.7620**	**33.8**	**10.5**	**16.8**	**19.3**	**28.6**	**712.3**	**12,444,134**	**2,403,872**	**1,256,272**	**1,727,151**	**682,389**	**2,658,348**	**639,276**
Cuyahoga	1,440.7	.5924	34.5	10.7	16.6	18.5	30.6	570.3	10,167,235	1,925,410	1,069,562	1,446,806	607,604	2,035,064	559,493
• Cleveland	541.7	.2227	32.6	11.9	16.3	16.6	29.5	216.7	2,767,497	610,762	383,052	342,472	162,809	405,236	212,674
Cleveland Heights	56.3	.0231	32.6	9.8	22.0	18.2	26.5	21.9	355,457	71,564	26,083	40,255	10,175	101,373	19,241
Euclid	57.1	.0235	38.5	10.3	17.2	16.3	37.7	25.5	382,536	59,046	29,733	50,754	33,317	110,167	14,093
Lakewood	59.7	.0245	33.5	11.1	20.7	16.6	30.2	27.4	297,791	63,351	35,100	5,484	6,066	123,268	16,013
Parma	91.0	.0374	36.7	10.8	15.6	18.3	33.9	34.5	714,281	134,671	64,703	147,623	31,394	160,247	18,295
Geauga	76.5	.0314	32.0	8.6	16.0	23.6	21.7	24.8	278,392	71,627	22,126	19,569	6,854	59,412	15,248
Lake	216.2	.0889	31.9	10.3	17.9	21.3	23.2	77.7	1,491,277	281,752	125,533	223,587	50,147	438,449	34,022
Mentor	43.0	.0177	31.3	8.9	19.1	23.5	19.5	14.7	559,625	70,162	41,645	140,514	27,057	129,855	10,127
Medina	119.9	.0493	30.7	9.1	18.6	22.8	19.1	39.5	507,230	125,083	39,051	37,187	17,784	125,423	30,513
SUBURBAN TOTAL	1,311.6	.5393	34.2	9.8	16.9	20.5	28.3	495.6	9,676,637	1,793,110	873,220	1,384,679	519,580	2,253,112	426,602
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,775.4***	***1.1411***	***33.0***	***10.9***	***17.1***	***19.3***	***27.3***	***1,050.5***	***17,585,483***	***3,495,611***	***1,782,610***	***2,376,384***	***875,751***	***3,847,695***	***846,801***
COLUMBUS	**1,301.6**	**.5352**	**30.8**	**13.1**	**19.0**	**19.6**	**22.5**	**496.1**	**8,496,381**	**1,585,053**	**913,313**	**1,136,085**	**480,763**	**2,072,828**	**278,028**
Delaware	59.8	.0246	31.3	11.8	17.3	21.8	21.8	20.6	223,555	46,801	19,220	11,383	3,979	71,622	7,630
Fairfield	98.5	.0405	32.5	8.8	16.7	22.2	23.6	34.4	400,166	97,665	43,728	37,700	17,184	91,517	11,634
• Lancaster	35.5	.0146	33.4	10.5	16.9	18.2	29.1	14.0	303,412	72,326	33,923	30,266	16,059	64,098	9,659
Franklin	904.4	.3719	30.4	14.3	19.8	18.8	22.0	356.8	6,874,732	1,221,344	755,925	987,934	414,664	1,682,405	219,675
• Columbus	575.8	.2367	29.4	16.6	21.1	16.7	21.7	235.0	4,520,625	704,056	532,195	705,005	299,369	1,066,334	132,283
Licking	126.0	.0518	32.3	11.1	16.5	21.2	24.3	46.4	542,701	116,476	56,327	59,761	32,522	116,492	19,592

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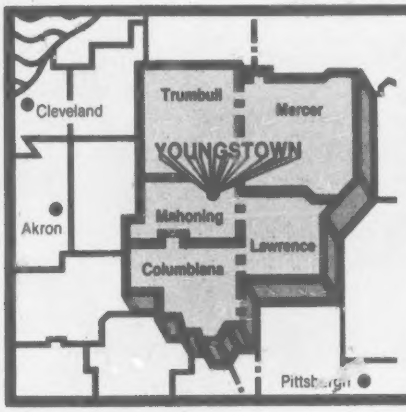
OHIO (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
• Newark	41.8	.0172	33.3	11.4	17.0	17.3	29.7	17.3	320,010	83,507	28,569	53,328	10,310	57,031	13,378
Madison	34.3	.0141	31.2	10.9	19.6	20.0	22.7	11.5	148,059	33,434	12,915	10,919	3,636	42,739	7,197
Pickaway	46.5	.0191	32.4	10.3	17.1	22.6	23.0	15.4	208,549	46,766	17,981	13,137	6,679	44,389	9,164
Union	32.1	.0132	32.1	10.1	17.3	20.7	24.2	11.0	98,619	22,567	7,217	15,251	2,099	23,664	3,136
SUBURBAN TOTAL	648.5	.2667	32.1	10.3	17.5	22.5	22.3	229.8	3,352,334	725,164	318,626	347,486	155,025	885,365	122,708
DAYTON - SPRINGFIELD	**930.8**	**.3828**	**32.3**	**11.2**	**17.4**	**20.4**	**24.9**	**356.3**	**5,613,552**	**1,117,853**	**565,272**	**789,876**	**298,370**	**1,262,562**	**179,579**
Clark	145.9	.0600	32.7	10.8	16.4	19.4	26.9	54.7	708,116	151,658	65,684	123,826	23,594	150,902	25,006
• Springfield	69.2	.0285	32.2	12.8	16.2	15.7	29.8	27.7	394,495	88,268	48,604	37,672	16,708	89,545	18,222
Greene	129.5	.0533	30.7	13.2	17.6	22.4	20.1	45.6	627,887	137,605	49,978	44,611	13,660	233,394	15,172
Miami	91.0	.0374	33.0	9.5	16.4	21.3	25.5	33.7	456,206	96,2[illegible]	29,892	46,392	15,352	104,994	13,259
Montgomery	564.4	.2321	32.5	11.2	17.7	20.1	25.4	222.3	3,821,343	732,[illegible]2	419,718	575,047	245,758	773,272	126,142
• Dayton	181.2	.0745	31.6	13.8	17.0	16.0	28.3	77.4	1,187,734	184,960	125,787	149,905	80,995	292,297	43,769
Kettering	60.2	.0248	36.2	10.3	16.4	20.1	31.6	25.4	403,532	112,544	48,089	50,952	20,041	40,837	18,093
SUBURBAN TOTAL	680.4	.2798	32.5	10.4	17.5	22.1	23.5	251.2	4,031,323	844,625	390,881	602,299	200,667	880,720	117,588
HAMILTON - MIDDLETOWN	**273.6**	**.1125**	**30.4**	**14.2**	**17.2**	**19.8**	**22.3**	**97.3**	**1,225,734**	**284,247**	**131,380**	**138,479**	**46,539**	**311,567**	**50,154**
Butler	273.6	.1125	30.4	14.2	17.2	19.8	22.3	97.3	1,225,734	284,247	131,380	138,479	46,539	311,567	50,154
• Hamilton	64.3	.0264	32.0	11.8	16.8	16.6	28.3	25.4	382,344	101,335	46,996	49,939	21,533	57,142	18,194
• Middletown	44.3	.0182	33.3	11.1	16.3	17.8	29.5	18.1	281,426	64,901	31,029	58,221	12,631	48,009	9,677
SUBURBAN TOTAL	165.0	.0679	29.1	15.9	17.6	21.6	18.0	53.8	561,964	118,011	53,355	30,319	12,375	206,416	22,283
LIMA	**157.5**	**.0648**	**31.8**	**10.7**	**16.5**	**17.9**	**26.8**	**56.7**	**984,948**	**180,504**	**95,713**	**170,774**	**38,024**	**213,634**	**32,751**
Allen	112.8	.0464	31.8	10.9	16.6	17.9	26.7	40.8	787,180	137,430	75,516	155,259	28,640	170,672	25,418
• Lima	47.5	.0195	30.8	11.7	16.7	15.0	28.0	18.1	287,680	71,362	21,160	17,488	11,208	67,770	17,091
Auglaize	44.7	.0184	31.8	10.2	16.6	17.7	27.0	15.9	197,768	43,074	20,197	15,515	9,384	42,962	7,333
SUBURBAN TOTAL	110.0	.0453	32.2	10.3	16.5	19.1	26.3	38.6	697,268	109,142	74,553	153,286	26,816	145,864	15,660
LORAIN - ELYRIA	**273.6**	**.1125**	**30.4**	**11.2**	**17.6**	**19.4**	**22.4**	**95.8**	**1,332,893**	**300,436**	**120,391**	**183,423**	**52,849**	**329,087**	**60,238**
Lorain	273.6	.1125	30.4	11.2	17.6	19.4	22.4	95.8	1,332,893	300,436	120,391	183,423	52,849	329,087	60,238
• Elyria	57.8	.0238	29.9	12.2	18.9	17.5	22.9	22.0	415,569	56,402	34,284	119,507	22,308	80,326	16,779
• Lorain	73.1	.0301	30.6	11.5	16.6	17.0	25.7	26.8	310,473	79,204	30,378	35,005	12,924	70,207	18,080
SUBURBAN TOTAL	142.7	.0586	30.4	10.7	17.4	21.4	20.7	47.0	606,851	164,830	55,729	28,911	17,617	178,554	25,379



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Population	516,900	755,300	858,800
Households	191,900	[illegible]	318,200
EBI	6,076,654	8,489,581	9,606,602
Retail Sales	2,867,664	3,961,815	4,408,569
Food Sales	574,064	831,873	953,841
Gen. Mdse. Sales	473,182	604,551	649,612
Automotive Sales	569,292	[illegible]	961,316

Source: 1987 Sales Management Survey of Buying Power

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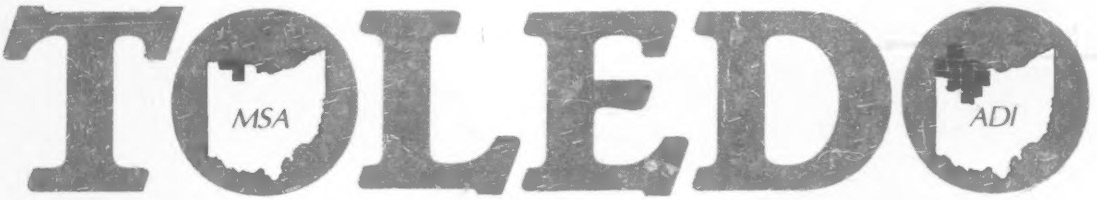
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MANSFIELD	**130.9**	**.0539**	**32.4**	**10.8**	**16.9**	**20.2**	**25.3**	**48.9**	**824,618**	**138,634**	**70,990**	**158,766**	**27,892**	**193,721**	**25,489**
Richland	130.9	.0539	32.4	10.8	16.9	20.2	25.3	48.9	824,618	138,634	70,990	158,766	27,892	193,721	25,489
• Mansfield	52.5	.0216	32.4	13.0	17.1	16.5	29.0	21.2	481,312	78,848	43,545	65,647	20,191	143,893	14,857
SUBURBAN TOTAL	78.4	.0323	32.3	9.4	16.4	22.8	22.9	27.7	343,306	59,786	27,445	93,119	7,701	49,828	10,632
PARKERSBURG - MARIETTA	**158.8**	**.0653**	**32.9**	**10.4**	**16.6**	**20.0**	**26.5**	**59.6**	**941,732**	**173,861**	**80,417**	**144,344**	**40,444**	**234,067**	**43,563**
Washington	65.9	.0271	32.3	11.1	16.4	19.7	25.8	23.8	337,047	69,748	32,498	35,888	14,440	71,796	25,466
• Marietta	16.8	.0069	32.8	16.1	15.7	15.8	30.7	6.6	200,744	37,977	24,271	30,821	8,998	30,214	20,354
Wood, W. Va.	*92.9*	*.0382*	*33.3*	*9.9*	*16.6*	*20.2*	*27.1*	*35.8*	*604,685*	*104,113*	*47,919*	*108,456*	*26,004*	*162,271*	*18,097*
• Parkersburg	*39.3*	*.0162*	*36.1*	*10.0*	*15.3*	*17.4*	*34.0*	*16.7*	*415,418*	*82,567*	*34,021*	*58,711*	*13,797*	*130,260*	*15,184*
SUBURBAN TOTAL	102.7	.0422	31.9	9.6	17.2	21.6	23.0	36.3	325,570	53,317	22,125	54,812	17,649	73,593	8,025
STEUBENVILLE - WEIRTON	**155.3**	**.0637**	**34.0**	**10.6**	**16.0**	**18.7**	**29.7**	**57.7**	**718,819**	**192,613**	**63,439**	**88,689**	**28,747**	**143,475**	**32,294**
Jefferson	86.5	.0355	34.6	10.2	15.5	18.5	31.0	32.1	408,456	94,854	28,344	60,536	17,468	93,479	15,813
• Steubenville	23.9	.0098	38.8	11.3	14.2	16.0	38.1	9.5	227,459	35,725	16,295	47,166	12,641	47,113	11,772
Brooke, W. Va.	*29.5*	*.0121*	*33.0*	*12.1*	*16.1*	*18.9*	*27.8*	*10.7*	*115,562*	*32,809*	*15,072*	*8,616*	*6,349*	*18,501*	*6,151*
Hancock, W. Va.	*39.3*	*.0161*	*33.6*	*10.2*	*16.4*	*19.1*	*28.6*	*14.9*	*194,801*	*64,950*	*20,023*	*19,537*	*4,930*	*31,495*	*10,330*
• Weirton	*23.6*	*.0097*	*36.4*	*10.5*	*15.3*	*18.7*	*33.1*	*9.4*	*184,257*	*51,250*	*19,727*	*21,115*	*5,104*	*35,608*	*9,622*
SUBURBAN TOTAL	107.8	.0442	32.9	10.5	16.4	19.3	27.1	36.8	307,103	105,638	27,417	20,408	11,002	60,754	10,900
TOLEDO	**614.8**	**.2528**	**31.1**	**13.0**	**17.4**	**17.6**	**25.6**	**230.3**	**4,622,851**	**884,582**	**493,667**	**767,737**	**229,242**	**1,022,400**	**200,853**
Fulton	40.3	.0165	30.9	10.0	17.1	19.0	23.9	14.1	203,286	41,616	12,069	12,694	13,616	65,784	8,606
Lucas	462.7	.1903	31.8	11.6	17.5	17.6	26.8	178.0	3,687,927	681,573	407,321	659,372	174,125	817,757	157,618
• Toledo	342.4	.1408	31.8	12.1	17.5	16.3	28.1	135.3	2,508,530	512,189	314,637	546,730	103,304	297,223	126,729
Wood	111.8	.0460	28.0	20.3	17.3	17.2	20.7	38.2	731,638	161,393	74,277	95,671	41,501	138,859	34,629
• Bowling Green	25.1	.0103	23.1	51.3	13.7	10.0	12.6	7.2	206,047	43,615	23,818	22,436	7,944	50,988	8,608
SUBURBAN TOTAL	247.3	.1017	31.4	10.5	17.5	20.2	23.4	87.8	1,908,274	328,778	155,212	198,571	117,994	674,189	65,516
YOUNGSTOWN - WARREN	**516.9**	**.2125**	**33.6**	**10.4**	**16.3**	**18.7**	**29.0**	**191.9**	**2,867,664**	**574,064**	**266,407**	**473,182**	**136,315**	**569,292**	**109,736**
Mahoning	278.5	.1145	34.2	10.6	15.9	17.9	30.8	104.2	1,594,616	331,108	139,502	252,904	85,682	314,776	65,387
• Youngstown	107.3	.0441	34.1	11.6	15.4	15.0	33.6	41.3	568,990	152,956	45,656	39,263	18,791	144,559	30,187
Trumbull	238.4	.0980	32.9	10.1	16.9	19.7	26.7	87.7	1,273,048	242,956	126,905	220,278	50,633	254,516	44,349
• Warren	53.7	.0221	33.4	11.0	16.1	17.0	30.3	21.1	410,247	88,824	47,649	14,763	20,417	133,771	18,632
SUBURBAN TOTAL	355.9	.1463	33.5	9.9	16.8	20.1	27.3	129.5	1,888,427	332,284	173,102	419,156	97,107	290,962	60,917
OTHER COUNTIES															
Adams	26.0	.0107	32.0	10.0	14.6	18.4	27.2	9.1	70,790	15,307	2,913	5,250	1,352	26,436	3,707
Ashland	46.8	.0192	32.2	12.1	15.6	19.2	26.4	16.6	216,707	55,127	21,194	13,388	8,344	59,896	7,826



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OHIO (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1986 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Ashtabula	104.1	.0428	32.6	9.6	16.2	18.6	27.5	37.5	516,600	131,402	43,054	60,702	16,191	126,176	16,532
Athens	57.9	.0238	27.3	24.4	16.5	15.7	21.7	19.7	241,204	56,172	24,576	23,756	11,439	47,415	5,915
☐ Belmont	80.5	.0331	34.6	9.7	16.2	17.5	31.9	31.2	516,712	110,639	36,266	143,821	17,334	74,959	18,434
Brown	34.9	.0144	31.9	9.6	15.6	19.0	26.1	12.2	67,849	24,029	7,073	1,450	1,262	10,543	2,397
Champaign	34.9	.0143	32.8	9.8	16.3	20.2	26.3	12.9	123,270	42,868	7,788	7,283	3,734	21,704	5,769
Clinton	35.9	.0148	32.0	11.2	16.2	18.8	26.3	13.4	174,140	44,829	12,352	8,115	6,835	52,441	5,926
Columbiana	111.8	.0460	33.1	9.9	16.2	18.8	28.1	41.4	514,723	134,717	36,729	47,546	20,421	137,387	17,902
Coshocton	36.8	.0151	33.6	9.4	15.8	19.3	28.5	13.9	132,089	36,979	12,724	12,713	4,765	20,063	5,951
Crawford	49.4	.0203	33.1	9.9	16.3	19.8	27.2	18.5	185,545	47,770	18,196	14,643	5,700	37,736	10,227
Darke	56.9	.0234	32.3	9.7	15.9	18.9	26.8	20.4	219,091	44,019	17,535	15,756	6,712	71,634	6,698
Defiance	40.9	.0168	29.9	11.6	17.1	18.8	22.4	14.2	187,465	40,605	13,572	21,285	7,846	46,345	6,418
Erie	79.1	.0325	32.6	10.3	16.6	19.7	26.2	29.0	472,844	85,127	51,813	81,342	19,649	102,898	15,226
Fayette	27.3	.0112	33.1	9.6	16.3	19.4	27.6	10.0	137,339	35,033	13,299	9,904	3,305	19,814	6,604
Gallia	31.2	.0129	32.4	11.6	16.3	20.0	25.7	11.0	153,715	32,721	13,683	17,889	8,139	33,806	6,759
Guernsey	41.8	.0172	33.3	9.7	16.1	18.1	29.2	15.3	170,193	38,668	21,228	22,936	6,453	29,692	4,121
Hancock	65.1	.0267	31.9	11.0	16.9	19.3	25.4	24.8	341,870	63,609	35,642	46,300	13,721	99,013	11,694
Hardin	32.7	.0135	30.6	14.9	15.7	17.5	25.6	11.8	110,122	35,679	[illegible],656	9,532	4,822	17,703	5,715
Harrison	17.3	.0071	33.9	9.3	15.6	17.7	30.6	6.2	39,055	11,662	1,918	660	1,250	14,479	1,508
Henry	28.5	.0117	32.0	10.5	16.0	18.5	26.7	10.3	142,755	31,257	9,252	10,705	4,871	36,455	6,374
Highland	35.6	.0146	34.0	9.2	14.9	18.6	29.8	13.3	129,876	39,022	10,824	10,345	3,743	26,225	9,374
Hocking	25.6	.0106	32.7	10.1	15.8	19.6	26.8	9.7	90,564	19,436	5,827	10,151	1,695	20,183	3,513
Holmes	31.4	.0129	27.9	10.4	15.9	16.9	21.8	9.0	91,136	18,211	7,350	2,543	4,938	18,176	1,323
Huron	55.8	.0229	31.0	10.3	16.9	18.8	24.4	20.1	238,136	51,856	20,848	23,206	11,673	70,824	10,794
Jackson	30.8	0127	32.8	9.9	15.6	18.2	28.4	11.2	111,611	23,460	8,482	11,517	3,718	22,350	10,503
Knox	48.1	.0198	32.6	13.3	15.3	19.0	27.4	17.4	189,564	49,416	17,107	21,222	6,136	44,801	8,371
☐ Lawrence	64.3	.0265	32.6	9.5	16.0	19.9	26.3	23.4	172.785	51,148	14,053	14,678	10,526	27,832	12,871
Logan	41.0	.0168	33.3	9.3	15.9	17.9	29.5	15.4	146,932	32,529	11,472	10,733	4,296	36,704	7,370
Marion	66.1	.0271	31.8	10.3	18.5	19.8	24.2	23.9	321,997	65,368	28,328	54,214	12,070	74,744	9,643
Meigs	24.3	.0100	33.3	9.3	16.2	18.7	28.5	8.9	67,705	19,155	4,339	3,174	5,998	13,670	4,510
Mercer	39.5	.0163	30.2	11.1	16.0	16.7	25.5	13.2	141,921	33,418	13,760	19,970	5,610	29,187	4,840
Monroe	16.4	.0067	33.0	9.5	16.0	18.9	28.0	6.1	44,872	15,808	1,464	2,897	844	12,386	1,980
Morgan	14.5	.0060	33.5	8.9	15.1	18.0	29.7	5.2	33,389	10,230	2,458	1,224	1,441	7,999	1,626
Morrow	28.1	.0115	31.4	9.3	16.6	21.1	23.0	9.8	59,972	15,853	5,758	3,023	1,284	12,949	1,830
Muskingum	84.7	.0348	32.4	10.9	15.7	18.6	27.3	31.6	436,484	89,763	44,134	66,068	16,314	91,026	16,353
Noble	11.7	.0048	33.0	9.9	15.0	17.1	29.9	4.3	42,278	10,485	1,900	565	1,868	15,671	1,369
Ottawa	40.8	.0168	33.9	9.5	15.4	19.6	28.8	15.2	247,894	51,549	37,545	9,942	6,774	64,639	7,044
Paulding	21.5	.0089	30.0	10.5	16.7	18.9	22.8	7.4	43,167	11,500	3,327	428	3,767	12,259	2,340
Perry	32.9	.0135	31.1	10.4	15.8	17.7	26.1	11.6	67,338	21,954	4,727	4,416	1,410	17,463	2,627

The Exception

Strategic Objective: To achieve maximum coverage of and impact within the Cleveland ADI.

Marketing/Advertising Strategy: Extend advertising reach efficiently using The Beacon Journal to complete market coverage.

Rationale: This metropolitan daily serving the Midwest's headquarters-city and environs generates above-average results. The Beacon Journal effectively boosts coverage area, Effective Buying Income and household penetration above 50% of the ADI* over a one-day newspaper buy.

*Newspaper Circulation Analysis

The 1987 Pulitzer Prize winner for General Reporting

The Beacon Journal

The exceptional newspaper

44 E. Exchange St.
Akron, Ohio 44328
(216) 375-8111
A Knight-Ridder Newspaper

Contact Knight-Ridder Newspaper Sales with offices in principle cities

Now published mornings

OHIO (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Pike	25.0	.0103	32.5	9.8	15.3	19.1	27.0	8.9	93,781	23,356	7,239	4,833	2,333	18,898	5,887
Preble	40.4	.0167	32.6	9.5	16.5	20.4	25.7	14.5	97,084	28,317	11,520	1,715	1,974	16,372	3,957
Putnam	33.5	.0137	29.2	11.6	15.7	16.9	24.0	11.0	115,812	30,417	11,714	1,692	4,265	30,472	7,159
Ross	68.5	.0281	33.6	9.8	16.6	20.8	26.9	24.2	276,274	60,941	27,355	46,326	11,133	48,228	11,862
Sandusky	64.8	.0267	31.3	10.6	16.4	18.5	25.4	23.4	326,991	85,979	28,156	23,499	12,421	79,943	15,076
Scioto	84.1	.0345	33.3	9.8	15.9	18.4	28.8	30.5	407,989	84,465	35,805	64,672	22,419	93,791	10,964
Seneca	62.4	.0257	30.9	11.5	16.4	17.6	25.7	21.8	266,725	62,971	22,520	23,529	12,897	38,391	11,947
Shelby	44.4	.0183	30.4	10.5	17.0	18.5	23.6	15.4	147,723	41,402	17,039	9,407	4,469	32,234	6,192
Tuscarawas	86.5	.0356	33.6	10.0	16.4	18.8	28.8	33.0	407,408	84,288	33,054	45,579	19,966	103,303	14,653
Van Wert	31.1	.0128	33.0	9.9	16.4	18.0	28.9	11.6	110,180	25,034	9,482	7,235	2,170	38,118	5,006
Vinton	12.2	.0050	31.8	10.1	16.1	18.2	26.7	4.3	17,382	4,324	1,090	339	654	3,778	572
Wayne	102.6	.0421	30.6	12.1	17.5	19.4	22.8	35.6	438,846	109,103	34,102	39,926	18,924	123,895	11,723
Williams	37.8	.0156	32.1	10.3	16.4	18.9	26.4	13.9	165,567	37,292	15,927	14,015	2,159	33,363	6,600
Wyandot	22.8	.0093	32.9	10.4	15.3	18.6	28.2	8.1	97,904	18,882	9,871	4,578	5,455	25,921	3,400
TOTAL METRO COUNTIES	**8,513.1**	**3.5004**	**32.2**	**11.5**	**17.3**	**19.3**	**26.0**	**3,206.2**	**53,245,552**	**10,489,863**	**5,451,268**	**7,672,533**	**2,662,713**	**11,943,028**	**2,164,792**
TOTAL STATE	**10,837.3**	**4.4559**	**32.2**	**11.4**	**17.0**	**19.2**	**26.0**	**4,043.9**	**62,937,420**	**12,773,226**	**6,320,989**	**8,646,671**	**3,034,342**	**14,232,627**	**2,538,469**

OHIO

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
AKRON	**7,771,852**	**25,272**	**21.6**	**29.2**	**18.2**	**13.2**	**.2611**
Portage	1,639,353	27,266	19.7	31.4	19.4	14.5	.0510
• Kent	296,950	20,333	24.3	25.9	14.5	10.3	.0115
Summit	6,132,499	24,736	22.0	28.7	17.9	12.9	.2101
• Akron	2,425,906	19,728	25.2	27.5	13.4	8.5	.0897
• Barberton	288,922	19,856	27.4	28.6	13.1	8.0	.0101
Cuyahoga Falls	529,486	26,473	22.0	33.0	21.3	10.0	.0176
SUBURBAN TOTAL	4,760,074	29,862	18.4	30.6	22.2	17.2	.1498
CANTON	**4,518,301**	**24,915**	**21.8**	**31.3**	**18.4**	**10.7**	**.1559**

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Carroll	262,654	21,933	25.7	32.5	14.8	7.3	.0085
Stark	4,255,647	25,146	21.6	31.2	18.6	10.9	.1474
• Canton	911,196	18,797	25.4	27.7	11.9	7.7	.0357
• Massillon	329,656	20,922	25.9	28.0	16.3	7.6	.0133
SUBURBAN TOTAL	3,277,449	27,494	20.1	33.1	20.9	12.1	.1069
CINCINNATI	**17,675,127**	**25,727**	**20.8**	**27.9**	**18.2**	**15.1**	**.5950**
Clermont	1,541,345	26,608	20.5	33.5	21.0	10.6	.0512
Hamilton	11,384,850	25,165	20.9	26.2	17.0	16.5	.3878
• Cincinnati	4,390,953	18,743	25.1	25.1	12.1	9.9	.1547

THE PLAIN DEALER
Reagan names panel to probe
W blockade in
In Sports/Page 1-D
Bill Livingston looks at the turkeys in sports.
Oavs' McCray injured
In Arts/Page 1-M
Have a winning design for Rock Hall of Fame?
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There's only one way to get the best market coverage. Go with #1

Among the nation's top twenty newspapers in coverage of its primary market area, the daily Plain Dealer ranks Number 1 with 58.6%* penetration. And on Sunday, The Plain Dealer ranks Number 2 with a whopping 74.2%* penetration.

Now consider our low cost-per-thousand figures. For daily, it's $3.41.** For Sunday, it's $3.56.** So if you want to reach consumers in Northeast Ohio, there's only one choice. The Plain Dealer. Call (216) 344-4100 for complete marketing data and rate cards.

The Plain Dealer
Leadership in Market Coverage

Represented nationally by Newhouse Newspapers, Inc.
*ABC Fas Fax 3/31/87. **CPM based on 31.5" ad for ADI adults, open line general rate.

OHIO (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Warren	1,327,469	30,977	17.5	29.5	23.8	17.8	.0392
Dearborn, Ind.	*392,856*	*25,359*	*21.1*	*31.2*	*18.4*	*11.4*	*.0127*
Boone, Ky.	*566,505*	*27,197*	*20.2*	*33.3*	*22.2*	*10.7*	*.0239*
Campbell, Ky.	*914,495*	*24,953*	*22.2*	*28.2*	*19.2*	*12.5*	*.0291*
Kenton, Ky	*1,547,607*	*24,036*	*22.8*	*29.2*	*17.5*	*11.5*	*.0511*
Covington	*439,653*	*17,033*	*27.6*	*25.2*	*11.2*	*6.5*	*.0176*
SUBURBAN TOTAL	13,284,174	28,868	19.0	29.0	21.0	17.3	.4403
CINCINNATI - HAMILTON CONSOLIDATED AREA	***20,770,313***	***25,765***	***20.8***	***28.1***	***18.4***	***14.7***	***.6943***
CLEVELAND	**23,747,837**	**26,043**	**20.2**	**27.4**	**18.3**	**15.5**	**.8038**
Cuyahoga	18,485,532	24,570	20.9	26.5	17.0	15.0	.6351
• Cleveland	5,141,424	17,183	23.7	24.7	12.2	7.0	.1870
Cleveland Heights	824,163	28,554	19.4	27.7	18.4	20.7	.0257
Euclid	805,851	25,018	22.5	28.8	17.7	13.8	.0260
Lakewood	862,114	23,683	25.5	29.6	15.7	13.0	.0254
Parma	1,226,786	29,871	19.5	31.3	22.8	16.2	.0426
Geauga	1,037,685	33,184	15.3	28.6	23.3	23.4	.0294
Lake	2,755,784	29,581	18.6	32.2	22.6	15.8	.0944
Mentor	584,913	33,321	13.3	33.1	25.6	21.1	.0247
Medina	1,468,836	31,314	16.5	31.6	24.1	17.7	.0449
SUBURBAN TOTAL	18,606,413	29,753	18.7	28.7	20.9	19.2	.6168
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***34,811,336***	***26,155***	***20.3***	***28.1***	***18.6***	***15.0***	***1.1697***
COLUMBUS	**15,929,295**	**24,556**	**22.8**	**28.8**	**17.3**	**13.4**	**.5469**
Delaware	738,492	28,708	19.8	29.9	20.6	16.9	.0218
Fairfield	1,025,330	23,934	23.8	32.2	17.4	9.3	.0335
• Lancaster	374,080	19,805	27.5	30.8	12.0	6.8	.0154
Franklin	11,519,101	24,296	22.9	28.1	16.9	13.9	.4073
• Columbus	6,698,910	21,229	25.1	27.8	14.8	10.3	.2516
Licking	1,504,182	25,870	22.1	29.1	19.5	12.9	.0467
• Newark	495,801	21,309	25.4	28.7	14.6	9.8	.0183
Madison	310,942	21,585	27.0	32.0	14.0	7.5	.0110
Pickaway	470,912	23,983	23.5	32.0	17.1	10.4	.0160
Union	360,336	26,122	20.0	32.4	17.4	14.8	.0106

CINCINNATI

A · MARKET · OF · OPPORTUNITY

Cincinnati has a large and diverse economic base, features a stable population base, has a competitive retail base and is relatively isolated from other major markets. Cincinnati is one of only twenty-two markets to be named a Consolidated Metropolitan Area.

The one million plus adults in the 8-county Cincinnati CMSA enjoy more than $18 billion in effective buying income and generated more than $9.7 billion in retail sales.*

CINCINNATI NEWSPAPERS

Cincinnati daily newspapers deliver significant shares of most market segments. The Enquirer and The Post are particularly adept at reaching the adults who can and do buy more of everything.

Cincinnati CMSA Net Unduplicated Readers of The Daily Enquirer and The Daily Post**

TOTAL ADULTS	Average Issue Reach	Five Issue Reach
(1,234,200)	670,900 54.7%	924,800 75.4%
Household Income $35,000 or More (391,900)	242,300 61.8%	316,300 80.7%
College Graduates (222,000)	134,700 60.7%	180,900 81.5%
Professional/Technical/Managerial/Administrative (258,200)	158,800 61.4%	212,900 82.4%

*Sources: *Sales and Marketing Management Survey of Buying Power 1986*
***Cincinnati Prospectus 1986/87*

The Enquirer and The Post are the media of opportunity in the market of opportunity. For more details, contact the newspapers or Gannett Media Sales, New York Office (212) 715-5300.

The Enquirer and The Post / Gannett Media Sales
617 Vine Street, Cincinnati, Ohio 45202 (513)721-2700 / Sunday MAG/NET

OHIO (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SUBURBAN TOTAL	8,360,504	28,716	19.9	29.9	20.4	17.2	.2616
DAYTON - SPRINGFIELD	**11,851,395**	**25,919**	**21.3**	**28.3**	**18.4**	**15.1**	**.3892**
Clark	1,715,825	24,780	21.5	29.7	17.9	12.2	.0552
• Springfield	759,008	20,077	24.1	27.9	13.5	8.8	.0264
Greene	1,729,074	30,683	17.5	27.4	21.1	21.2	.0523
Miami	1,075,758	25,606	22.3	30.8	18.9	12.5	.0348
Montgomery	7,330,738	25,297	21.9	27.8	17.8	15.0	.2469
• Dayton	1,905,588	17,998	26.1	25.6	12.3	7.4	.0710
Kettering	969,061	29,403	21.9	26.9	20.4	19.9	.0294
SUBURBAN TOTAL	9,186,799	29,119	19.5	29.2	20.8	18.2	.2918
HAMILTON - MIDDLETOWN	**3,095,186**	**25,961**	**20.4**	**29.3**	**19.3**	**13.0**	**.0993**
Butler	3,095,186	25,961	20.4	29.3	19.3	13.0	.0993
• Hamilton	665,912	20,126	24.2	29.0	13.0	8.3	.0242
• Middletown	514,836	21,749	22.7	27.1	15.5	10.9	.0180
SUBURBAN TOTAL	1,914,438	29,923	17.9	30.2	23.5	15.9	.0571
LIMA	**1,736,357**	**24,304**	**23.2**	**30.5**	**17.4**	**11.4**	**.0621**
Allen	1,268,576	24,490	22.4	29.1	17.8	12.3	.0465
• Lima	480,139	19,986	25.0	27.4	13.9	8.6	.0178
Auglaize	467,781	23,918	25.0	34.0	16.6	9.0	.0156
SUBURBAN TOTAL	1,256,218	26,270	22.3	32.0	19.1	12.6	.0443
LORAIN - ELYRIA	**3,291,647**	**28,904**	**17.4**	**30.4**	**21.9**	**15.4**	**.1048**
Lorain	3,291,647	28,904	17.4	30.4	21.9	15.4	.1048
• Elyria	696,432	25,894	20.0	31.6	19.0	12.5	.0249
• Lorain	835,061	25,763	19.2	27.7	19.6	13.0	.0263
SUBURBAN TOTAL	1,760,154	31,708	15.3	31.3	24.7	18.0	.0536
MANSFIELD	**1,480,229**	**24,051**	**23.8**	**30.9**	**17.6**	**10.2**	**.0523**
Richland	1,480,229	24,051	23.8	30.9	17.6	10.2	.0523
• Mansfield	572,527	19,335	27.7	27.2	13.2	8.0	.0237
SUBURBAN TOTAL	907,702	27,669	20.7	33.8	21.0	11.9	.0286
PARKERSBURG - MARIETTA	**1,631,542**	**21,584**	**25.1**	**30.8**	**15.1**	**7.8**	**.0595**
Washington	664,338	21,861	25.3	31.4	15.8	7.5	.0234
• Marietta	170,029	18,264	28.8	26.9	11.4	7.1	.0083
Wood, W. Va.	*967,204*	*21,375*	*25.0*	*30.4*	*14.6*	*8.1*	*.0361*
• *Parkersburg*	*403,806*	*18,062*	*27.2*	*27.6*	*11.0*	*6.7*	*.0184*
SUBURBAN TOTAL	1,057,707	23,790	23.4	33.0	17.6	8.5	.0328
STEUBENVILLE - WEIRTON	**1,584,095**	**22,717**	**22.3**	**30.8**	**17.0**	**7.7**	**.0539**
Jefferson	904,240	22,809	22.0	29.0	17.7	8.7	.0306
• Steubenville	261,203	19,355	22.4	23.6	15.3	9.9	.0110
Brooke, W. Va.	*272,857*	*22,059*	*24.0*	*35.2*	*14.1*	*5.1*	*.0094*
Hancock, W. Va.	*406,998*	*23,039*	*21.9*	*31.7*	*17.4*	*7.5*	*.0139*
• *Weirton*	*270,165*	*24,473*	*20.7*	*30.7*	*18.9*	*9.2*	*.0102*
SUBURBAN TOTAL	1,052,727	23,030	22.7	32.6	16.9	6.8	.0327
TOLEDO	**7,557,547**	**25,402**	**21.1**	**27.2**	**18.4**	**14.5**	**.2714**
Fulton	485,579	28,017	19.7	30.0	20.5	15.6	.0156
Lucas	5,702,836	24,642	21.4	26.8	17.9	13.9	.2087
• Toledo	3,979,579	22,511	22.5	26.7	16.6	11.6	.1459
Wood	1,369,132	27,731	19.9	28.3	19.9	16.8	.0471
• Bowling Green	240,710	19,959	26.2	22.6	14.8	12.4	.0103
SUBURBAN TOTAL	3,337,258	29,935	18.3	28.6	21.5	19.0	.1152
YOUNGSTOWN - WARREN	**6,076,654**	**25,296**	**20.5**	**29.3**	**17.9**	**13.3**	**.2028**
Mahoning	2,890,312	22,331	22.5	30.8	15.5	8.7	.1038
• Youngstown	964,892	17,193	25.0	26.2	11.4	6.0	.0366
Trumbull	3,186,342	29,535	18.2	27.4	20.8	18.9	.0990
• Warren	685,497	24,872	19.5	25.4	17.7	15.4	.0243
SUBURBAN TOTAL	4,426,265	27,809	19.3	30.8	20.0	15.4	.1419
OTHER COUNTIES							
Adams	173,817	13,366	28.8	22.0	8.1	2.9	.0065
Ashland	480,225	22,912	25.4	32.7	15.5	8.9	.0163
Ashtabula	1,119,825	24,187	23.0	31.0	18.2	9.8	.0379
Athens	567,684	19,134	27.5	25.2	12.7	10.3	.0191
☐ Belmont	842,057	22,066	23.1	30.5	16.5	7.5	.0313
Brown	325,174	20,963	24.5	30.2	14.3	7.6	.0096
Champaign	371,093	22,890	25.3	33.4	15.4	8.7	.0116
Clinton	369,902	21,090	26.6	28.9	14.8	8.8	.0128
Columbiana	1,099,264	21,491	24.9	31.3	15.7	6.3	.0380
Coshocton	367,611	20,639	26.7	29.4	14.7	7.3	.0119
Crawford	505,392	21,572	26.3	31.0	15.2	7.5	.0162
Darke	557,625	21,497	27.3	32.8	13.4	7.7	.0186
Defiance	463,843	26,758	21.5	31.9	19.7	12.3	.0149
Erie	911,865	25,184	21.2	30.9	18.8	11.7	.0314
Fayette	217,981	16,525	30.9	27.8	8.3	4.4	.0086
Gallia	295,252	19,761	25.8	26.9	14.7	7.9	.0106
Guernsey	422,443	21,011	25.6	28.7	15.2	8.5	.0141
Hancock	865,090	27,904	19.9	30.4	19.9	16.0	.0269
Hardin	299,144	19,773	26.0	29.9	13.5	6.1	.0099
Harrison	160,379	20,193	26.4	28.7	15.2	6.5	.0049
Henry	327,302	25,764	22.7	31.9	19.4	11.7	.0107
Highland	322,121	18,137	28.9	27.8	11.0	6.3	.0110
Hocking	223,106	18,293	29.9	30.8	10.3	4.0	.0078
Holmes	248,811	20,584	28.4	28.9	14.1	8.5	.0084
Huron	587,810	23,685	24.2	32.7	16.8	8.8	.0194
Jackson	251,279	16,773	27.4	27.1	10.1	4.6	.0091
Knox	457,953	19,859	28.7	30.4	12.1	7.1	.0153
☐ Lawrence	659,323	22,302	22.3	28.2	16.4	10.0	.0198
Logan	396,381	19,794	28.6	29.7	13.1	6.6	.0129
Marion	658,622	22,244	24.1	33.2	14.9	7.4	.0229
Meigs	180,401	15,412	28.2	27.1	8.0	3.1	.0064
Mercer	447,856	27,139	20.5	31.9	19.0	14.2	.0136
Monroe	153,009	20,145	23.5	29.5	15.4	5.4	.0049
Morgan	121,222	18,053	28.1	29.4	10.8	4.9	.0040
Morrow	243,516	20,137	29.4	33.5	12.3	4.6	.0076
Muskingum	796,130	18,959	27.8	28.4	12.9	6.3	.0291
Noble	109,712	20,000	25.4	29.3	14.2	6.5	.0037
Ottawa	549,783	29,234	19.4	28.9	21.2	18.4	.0177
Paulding	211,506	24,497	22.5	35.2	18.2	7.4	.0061
Perry	284,679	19,104	29.9	29.7	12.2	5.6	.0089
Pike	224,402	18,109	29.0	24.9	12.3	7.8	.0076
Preble	459,690	25,781	21.9	30.6	19.3	12.4	.0129
Putnam	310,007	23,194	25.5	34.3	15.4	7.7	.0104
Ross	750,830	23,898	23.2	29.4	16.6	12.4	.0239
Sandusky	717,207	24,933	22.1	32.6	19.6	9.6	.0240
Scioto	752,903	17,724	27.5	25.0	12.6	6.9	.0278
Seneca	649,496	24,410	23.7	33.4	18.1	8.9	.0214
Shelby	503,938	26,278	20.8	32.9	19.5	11.8	.0151
Tuscarawas	866,307	21,005	26.6	32.3	13.9	6.3	.0299
Van Wert	371,463	26,716	20.8	32.1	20.1	12.2	.0111
Vinton	101,486	17,590	28.3	27.1	11.3	5.7	.0031
Wayne	1,178,675	26,258	21.9	31.5	19.3	13.1	.0370
Williams	398,585	23,486	24.0	33.6	16.7	7.9	.0133
Wyandot	224,648	22,005	27.0	31.9	15.8	7.2	.0075
TOTAL METRO COUNTIES	**104,379,922**	**25,456**	**21.1**	**28.6**	**18.1**	**14.1**	**3.5329**
TOTAL STATE	**128,034,367**	**24,665**	**21.9**	**29.0**	**17.6**	**13.0**	**4.3172**

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OKLAHOMA

OKLA. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ENID	**66.0**	**.0272**	**32.4**	**11.6**	**17.5**	**18.4**	**27.1**	**25.7**	**428,494**	**90,751**	**45,308**	**39,991**	**27,129**	**97,056**	**17,343**
Garfield	66.0	.0272	32.4	11.6	17.5	18.4	27.1	25.7	428,494	90,751	45,308	39,991	27,129	97,056	17,343
• Enid	53.1	.0218	32.2	12.4	18.2	17.6	27.3	21.1	411,918	85,494	44,679	38,739	26,824	89,746	17,172
SUBURBAN TOTAL	12.9	.0054	33.6	8.3	15.3	21.5	26.4	4.6	16,576	5,257	629	1,252	305	7,310	171
LAWTON	**118.7**	**.0488**	**26.2**	**19.6**	**18.3**	**17.1**	**16.7**	**38.1**	**609,374**	**137,950**	**66,406**	**110,332**	**32,334**	**123,599**	**11,966**
Comanche	118.7	.0488	26.2	19.6	18.3	17.1	16.7	38.1	609,374	137,950	66,406	110,332	32,334	123,599	11,966
• Lawton	87.8	.0361	27.7	15.5	18.9	18.1	18.1	31.5	588,823	127,206	65,563	110,086	32,006	122,289	11,026
SUBURBAN TOTAL	30.9	.0127	23.6	31.3	16.6	14.6	12.4	6.6	20,551	10,744	843	246	328	1,310	940
OKLAHOMA CITY	**993.1**	**.4085**	**31.3**	**12.2**	**18.7**	**19.8**	**23.2**	**380.1**	**7,609,480**	**1,371,297**	**859,357**	**961,168**	**446,840**	**1,805,728**	**157,313**
Canadian	74.6	.0307	30.6	8.8	19.8	22.6	18.7	25.2	384,779	77,718	31,091	43,276	12,541	137,313	4,755
Cleveland	162.7	.0669	28.3	16.5	21.4	20.4	15.3	58.6	1,197,855	181,113	109,253	137,807	40,490	429,490	21,949
• Norman	78.5	.0323	27.8	22.5	21.7	16.9	17.5	30.2	907,806	104,695	80,881	109,670	27,328	383,737	14,984
Logan	31.7	.0131	32.8	11.5	15.3	18.4	28.1	11.2	98,141	31,548	7,876	8,970	1,093	27,185	3,478
McClain	25.8	.0107	33.7	8.7	15.2	23.1	25.0	9.0	108,869	31,850	8,837	15,815	2,402	27,628	2,759
Oklahoma	633.8	.2606	31.8	11.9	18.7	19.2	24.9	252.3	5,481,387	962,060	653,518	715,644	376,473	1,131,046	114,874
Midwest City	54.2	.0223	30.5	12.8	18.6	19.1	22.5	20.7	453,282	118,881	48,022	111,563	10,007	63,682	9,414
• Oklahoma City	451.4	.1856	32.1	11.6	18.9	18.9	25.6	184.3	4,151,099	594,533	515,107	540,311	318,621	865,948	78,052
Pottawatomie	64.5	.0265	34.1	10.5	14.7	19.7	29.0	23.8	338,449	87,008	48,782	39,656	13,841	53,066	9,498
• Shawnee	29.1	.0120	35.2	13.0	14.2	16.9	33.3	11.5	282,018	69,723	37,065	35,588	11,326	47,747	8,782
SUBURBAN TOTAL	434.1	.1786	30.8	11.0	18.3	21.4	21.0	154.1	2,268,557	602,346	226,304	275,599	89,565	508,296	55,495
TULSA	**746.5**	**.3070**	**31.9**	**10.8**	**18.6**	**20.5**	**23.8**	**287.0**	**4,377,793**	**933,062**	**484,091**	**523,322**	**266,078**	**936,389**	**90,203**
Creek	73.8	.0304	33.0	8.9	16.0	21.0	25.9	26.3	287,189	95,377	22,533	37,841	10,560	66,475	6,407
Osage	44.1	.0181	34.2	8.7	16.5	20.6	28.0	16.2	76,143	25,362	6,196	2,322	1,194	13,817	4,059
Rogers	58.7	.0242	32.4	8.8	16.3	24.4	21.3	20.1	166,467	52,561	15,495	14,620	3,145	31,617	2,165
Tulsa	515.8	.2121	31.7	11.7	19.4	19.8	23.8	206.4	3,776,567	732,850	434,475	453,354	246,391	819,802	76,317
• Tulsa	378.6	.1557	32.2	12.4	19.2	19.1	25.5	158.4	3,128,083	560,800	369,289	368,278	223,821	691,685	58,232
Wagoner	54.1	.0222	30.9	8.2	17.7	22.3	20.5	18.0	71,427	26,912	5,392	15,185	4,788	4,678	1,255
SUBURBAN TOTAL	367.9	.1513	31.6	9.1	17.8	21.9	22.0	128.6	1,249,710	372,262	114,802	155,044	42,257	244,704	31,971
OTHER COUNTIES															
Adair	21.4	.0088	32.4	9.2	14.1	18.3	28.0	6.9	35,839	10,585	2,804	6,241	1,174	6,989	963
Alfalfa	6.9	.0029	42.3	6.9	11.3	16.3	42.2	2.7	35,609	19,215	1,713	1,500	608	2,477	2,065
Atoka	13.8	.0056	35.1	9.0	15.8	19.5	30.6	4.8	58,919	15,952	2,641	10,725	767	10,089	2,005
Beaver	7.4	.0031	35.1	7.4	15.2	19.4	30.7	3.0	12,761	4,769	1,521		125	1,352	577
Beckham	23.3	.0096	34.7	10.2	15.0	16.5	33.1	9.0	241,621	53,246	18,524	39,456	10,547	40,829	5,796
Blaine	13.6	.0056	36.1	9.2	13.4	17.4	34.1	5.2	64,323	15,369	4,472	7,243	1,392	13,454	2,167
Bryan	33.8	.0138	34.7	11.8	14.3	17.4	32.1	12.9	122,443	26,530	12,661	10,552	6,830	28,981	5,620
Caddo	33.8	.0139	34.8	9.1	13.6	17.6	32.1	12.5	176,502	45,917	9,108	21,051	7,278	53,212	4,107
Carter	47.5	.0195	34.7	9.2	15.0	18.4	31.2	17.9	280,815	58,991	27,640	32,474	11,668	54,557	6,820
Cherokee	35.1	.0145	31.3	13.6	14.7	18.3	26.2	12.3	112,405	33,791	7,585	18,781	3,188	16,451	3,524
Choctaw	17.2	.0071	35.6	8.3	13.3	17.1	33.6	6.1	49,656	13,059	3,061	10,356	1,779	10,191	1,775
Cimarron	3.9	.0016	36.6	6.8	14.7	18.9	33.3	1.6	17,475	4,797	1,715	887	279	3,770	713
Coal	6.0	.0024	37.9	8.0	12.5	16.5	36.8	2.2	10,228	3,091	564	1,564	92	768	70
Cotton	7.3	.0030	38.0	7.9	13.4	18.0	35.9	2.9	25,821	4,944	942	1,437	650	13,253	531
Craig	15.6	.0064	38.1	8.4	13.6	19.6	34.7	5.7	96,302	15,276	7,671	12,677	2,322	27,992	1,822
Custer	32.0	.0131	30.3	17.9	15.5	16.3	26.4	12.1	318,168	66,175	36,658	37,556	16,415	66,226	6,303
Delaware	29.2	.0120	39.0	7.4	12.3	17.8	37.2	10.9	79,347	22,181	4,129	13,579	4,017	7,921	1,395
Dewey	6.1	.0026	38.3	8.3	13.1	16.6	37.5	2.2	20,930	10,429	1,747	214	161	3,060	
Ellis	5.8	.0023	36.2	8.1	15.1	16.7	34.7	2.2	25,092	4,785	1,514	1,454	353	7,133	2,092
Garvin	29.6	.0121	37.5	8.9	13.3	17.9	35.2	11.4	150,283	48,493	9,631	8,705	6,866	33,589	4,724
Grady	45.7	.0188	33.3	10.0	15.3	20.0	27.4	16.6	204,816	48,300	17,044	23,196	7,826	47,401	9,163
Grant	6.5	.0027	42.4	6.8	11.9	17.5	41.3	2.6	26,417	6,605	1,634	283	681	11,747	974
Greer	6.9	.0028	43.5	9.6	12.7	14.9	44.0	3.0	17,233	6,133	1,231	447	820	1,949	1,904
Harmon	4.3	.0018	42.1	7.1	11.2	15.1	42.1	1.7	12,792	4,203	245	279	454	2,383	1,576
Harper	4.6	.0019	38.6	8.7	13.7	19.3	35.4	1.8	13,817	4,585	1,247	230	185	3,591	646
Haskell	12.3	.0051	37.4	7.4	13.8	18.0	35.1	4.7	40,759	10,142	1,076	7,304	1,110	9,547	928
Hughes	14.7	.0060	40.7	7.4	11.8	17.8	39.3	5.8	58,486	14,759	2,805	11,135	1,474	14,571	2,275
Jackson	30.8	.0127	29.7	13.1	16.9	18.2	22.8	11.1	223,152	37,533	19,587	19,215	9,676	63,235	5,901
Jefferson	8.9	.0036	37.5	8.1	13.7	16.1	36.8	3.3	21,881	6,095	2,437	411	1,066	5,370	1,255
Johnston	10.8	.0045	35.4	10.5	13.3	17.0	33.5	4.0	13,787	7,448	790	76	452	816	1,140
Kay	52.0	.0214	35.5	9.6	15.5	18.0	32.7	20.7	320,309	68,536	30,399	32,078	15,024	68,242	12,611
Kingfisher	15.4	.0063	33.7	10.0	14.7	19.0	29.1	5.7	105,475	20,533	5,615	12,319	926	29,841	2,733
Kiowa	12.9	.0053	40.4	8.2	12.0	16.3	39.9	5.3	52,200	16,820	2,085	3,805	2,010	13,013	2,196
Latimer	10.5	.0043	35.4	11.1	12.6	17.4	33.1	3.7	23,710	9,523	1,175	1,761	110	1,554	764
Le Flore	45.9	.0189	34.6	8.7	14.3	19.2	30.3	16.7	124,013	40,546	6,314	20,183	4,634	23,509	3,039
Lincoln	32.2	.0132	35.0	8.9	14.0	20.0	30.0	12.1	101,893	29,196	9,911	8,313	4,107	13,551	2,382
Love	8.5	.0034	36.1	8.1	14.3	19.0	32.5	3.3	16,507	6,647	2,548	206	323	2,265	100
McCurtain	37.7	.0155	32.1	8.9	14.8	18.7	27.0	13.1	126,919	36,135	8,293	22,533	5,587	20,389	4,940
McIntosh	17.8	.0073	41.9	7.4	11.1	18.3	40.1	7.0	82,267	18,010	6,929	10,565	2,440	21,527	2,013
Major	9.2	.0038	35.5	9.0	14.4	19.0	31.6	3.3	51,257	8,846	3,719	4,020	371	18,102	1,304
Marshall	11.8	.0048	41.8	7.7	11.6	16.9	41.3	5.0	45,427	13,371	3,599	2,647	708	13,931	1,404
Mayes	35.7	.0147	35.0	8.8	14.1	19.6	30.4	13.1	134,875	41,797	9,162	20,150	7,007	18,650	2,341
Murray	12.9	.0053	36.4	8.3	13.9	17.4	34.4	5.0	66,859	15,511	2,945	6,858	1,055	24,250	1,767
Muskogee	72.2	.0297	33.9	9.8	15.2	17.9	30.4	27.1	365,171	84,972	35,770	42,535	15,473	84,386	8,163
Muskogee	42.9	.0176	35.0	9.9	15.0	16.0	34.0	17.1	330,984	68,185	33,273	42,331	13,719	82,517	7,295
Noble	12.5	.0051	35.5	9.5	14.5	19.3	31.4	4.8	51,521	14,178	4,147	3,208	1,859	7,508	2,054
Nowata	11.6	.0048	36.3	8.9	14.4	18.6	33.2	4.4	28,276	5,739	2,440	4,894	597	5,080	762
Okfuskee	11.6	.0048	38.7	7.3	11.5	17.5	37.3	4.5	26,937	9,733	1,511	1,766	1,151	2,722	966
Okmulgee	40.2	.0165	35.3	10.6	13.6	17.9	32.5	15.1	154,637	46,753	10,551	26,059	5,896	27,149	3,298
Ottawa	34.6	.0142	34.4	11.3	14.5	18.4	30.7	13.1	160,856	46,296	10,871	19,689	5,150	23,083	6,410

OKLA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Pawnee	17.7	.0073	35.9	8.2	14.8	19.9	31.4	6.8	51,689	13,279	4,220	7,800	1,492	9,840	2,702
Payne	66.1	.0272	26.2	28.4	16.7	14.5	20.8	24.9	324,085	78,406	36,597	47,369	12,431	50,388	9,661
Pittsburg	43.5	.0179	37.3	7.8	14.4	19.2	34.0	16.9	172,361	41,054	15,397	34,782	5,915	33,181	4,319
Pontotoc	35.0	.0144	34.7	12.9	14.0	17.6	32.0	13.4	215,633	47,277	19,585	33,258	10,075	40,945	5,070
Pushmataha	13.3	.0055	37.2	7.9	12.7	19.7	33.4	5.1	28,470	10,166	2,124	2,182	986	6,034	1,730
Roger Mills	5.5	.0022	36.0	8.9	14.0	17.3	34.0	2.1	33,981	12,502	2,507	1,288	293	6,977	1,482
Seminole	28.9	.0118	36.1	9.0	13.7	17.6	33.7	10.9	110,071	40,638	7,354	11,276	4,265	22,114	2,779
☐ Sequoyah	36.2	.0149	33.1	8.9	14.1	20.4	27.0	12.4	87,009	27,625	4,735	11,247	3,302	15,150	1,519
Stephens	45.3	.0186	34.8	9.5	15.8	18.4	31.4	17.5	235,992	59,174	20,524	22,450	9,813	55,059	9,226
Texas	18.1	.0075	31.1	11.9	16.5	19.1	24.4	6.6	114,193	26,140	11,601	12,433	5,409	11,711	4,192
Tillman	11.5	.0047	36.1	8.2	13.3	16.3	34.9	4.3	34,452	8,632	2,545	4,353	1,426	6,242	1,625
Washington	47.1	.0194	34.9	8.9	16.8	20.4	29.3	18.9	295,727	70,416	32,912	39,536	14,436	50,228	8,102
Washita	14.5	.0060	34.5	10.6	14.6	16.6	32.6	5.5	68,649	21,215	5,509	2,982	1,828	14,742	990
Woods	10.6	.0043	38.1	14.1	12.6	15.8	37.7	4.2	73,759	17,096	6,946	9,751	4,323	19,205	2,411
Woodward	22.8	.0094	31.1	11.3	17.4	19.0	24.2	8.2	214,426	44,412	18,749	37,439	9,619	44,675	4,355
TOTAL METRO COUNTIES	**1,960.5**	**.8064**	**31.3**	**12.0**	**18.5**	**19.9**	**23.2**	**743.3**	**13,112,150**	**2,560,685**	**1,459,897**	**1,646,060**	**775,683**	**2,977,922**	**278,344**
TOTAL STATE	**3,360.4**	**1.3817**	**32.4**	**11.4**	**16.9**	**19.1**	**26.6**	**1,270.7**	**19,692,426**	**4,207,632**	**2,008,848**	**2,455,576**	**1,032,677**	**4,330,919**	**475,066**

OKLA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ENID	**789,542**	**23,126**	**24.0**	**28.8**	**16.6**	**11.8**	**.0275**
Garfield	789,542	23,126	24.0	28.8	16.6	11.8	.0275
• Enid	642,833	22,804	24.4	28.8	16.3	11.5	.0235
SUBURBAN TOTAL	146,709	24,845	22.0	28.9	18.1	13.0	.0040
LAWTON	**1,202,991**	**21,785**	**28.2**	**28.1**	**14.9**	**11.5**	**.0423**
Comanche	1,202,991	21,785	28.2	28.1	14.9	11.5	.0423
• Lawton	913,784	21,650	28.7	27.7	15.2	11.3	.0345
SUBURBAN TOTAL	289,207	22,402	25.8	30.5	13.6	12.3	.0078
OKLAHOMA CITY	**11,916,563**	**23,700**	**23.7**	**28.0**	**16.5**	**13.3**	**.4361**
Canadian	878,749	29,530	18.3	29.5	22.4	16.0	.0286
Cleveland	1,932,107	25,835	22.0	29.2	18.9	13.7	.0701
• Norman	933,784	21,603	25.3	25.3	15.1	13.0	.0406
Logan	329,203	21,855	23.6	26.9	14.9	12.4	.0102
McClain	247,968	22,445	21.9	28.8	15.9	10.3	.0085
Oklahoma	7,881,861	23,127	24.6	27.9	15.6	13.4	.2957
Midwest City	647,662	25,125	25.2	31.2	18.2	13.0	.0245
• Oklahoma City	5,620,413	22,271	24.7	27.2	14.9	12.9	.2157
Pottawatomie	646,675	20,122	24.7	25.8	14.7	9.8	.0230
• Shawnee	300,794	18,327	24.6	24.6	12.9	8.8	.0132
SUBURBAN TOTAL	5,061,572	26,195	22.2	29.8	18.9	14.1	.1666
TULSA	**8,783,228**	**23,388**	**23.4**	**28.6**	**16.1**	**12.5**	**.2976**
Creek	749,766	22,716	22.2	28.8	16.5	10.5	.0244
Osage	422,799	20,308	24.1	29.6	13.2	8.0	.0123
Rogers	613,786	25,468	20.9	28.4	19.3	12.5	.0186
Tulsa	6,440,071	23,409	24.2	28.3	15.8	13.1	.2272
• Tulsa	4,924,022	22,480	25.2	27.3	14.8	13.3	.1773
Wagoner	556,806	25,480	19.3	28.9	17.9	13.5	.0151
SUBURBAN TOTAL	3,859,206	24,510	21.4	30.0	17.7	11.6	.1203
OTHER COUNTIES							
Adair	133,643	13,537	28.2	23.5	7.3	3.3	.0048
Alfalfa	71,947	19,403	25.3	25.8	13.2	9.7	.0025
Atoka	106,344	13,987	29.6	19.6	8.0	6.1	.0041
Beaver	87,838	23,141	23.0	32.4	12.9	11.6	.0024
Beckham	226,305	17,853	24.1	25.2	12.2	8.0	.0105
Blaine	147,868	20,629	22.7	24.8	15.2	11.2	.0049
Bryan	249,353	13,476	30.6	19.3	7.4	4.5	.0095
Caddo	319,494	18,211	25.3	24.7	10.7	10.4	.0118
Carter	482,667	19,541	24.0	26.1	13.1	9.9	.0177
Cherokee	269,236	15,088	30.2	23.0	8.2	6.0	.0097
Choctaw	117,520	12,667	26.4	20.3	7.8	4.1	.0044
Cimarron	36,291	16,833	32.1	25.9	8.9	5.9	.0013
Coal	40,117	12,458	29.6	20.1	4.6	4.3	.0014
Cotton	57,772	14,925	28.8	24.9	8.7	3.2	.0021
Craig	125,449	16,308	30.8	25.6	8.2	5.7	.0054
Custer	396,793	22,852	22.4	24.6	15.2	15.5	.0158
Delaware	216,090	14,242	32.6	22.7	6.8	4.5	.0077
Dewey	73,529	23,415	21.7	21.8	18.2	16.4	.0021
Ellis	61,606	20,208	26.8	25.7	13.5	11.3	.0019

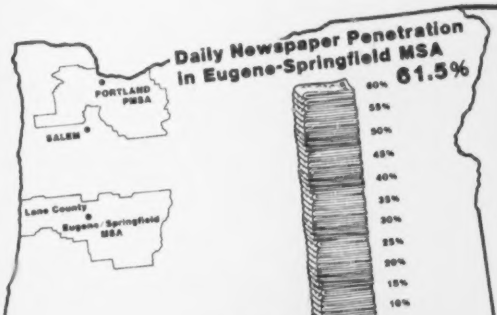
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Garvin	304,719	19,359	25.0	25.0	14.0	9.6	.0106
Grady	445,295	19,643	25.6	26.2	13.0	9.9	.0153
Grant	69,995	19,806	26.6	26.5	12.7	10.3	.0023
Greer	57,642	12,686	26.5	21.4	5.8	5.1	.0019
Harmon	27,683	10,029	29.6	12.7	3.3	4.5	.0010
Harper	47,679	21,167	23.9	30.9	12.1	9.3	.0015
Haskell	96,029	13,940	29.3	19.1	8.2	6.3	.0035
Hughes	108,258	12,735	28.8	20.0	6.8	4.3	.0042
Jackson	269,453	17,192	32.2	25.4	9.9	6.5	.0116
Jefferson	58,285	11,926	29.3	19.4	5.3	3.2	.0022
Johnston	69,574	11,377	28.9	15.3	7.1	4.1	.0022
Kay	618,215	22,389	24.3	27.6	15.4	12.4	.0212
Kingfisher	163,638	22,905	22.8	31.0	16.4	9.7	.0061
Kiowa	108,408	13,409	27.9	20.5	8.0	5.1	.0041
Latimer	74,514	13,393	27.1	21.3	7.2	5.0	.0024
Le Flore	357,247	15,494	30.1	24.3	8.7	4.9	.0124
Lincoln	300,106	19,343	24.3	28.5	12.5	7.6	.0097
Love	75,536	17,195	26.0	26.1	9.5	7.5	.0023
McCurtain	242,400	13,123	30.1	19.8	7.9	3.4	.0096
McIntosh	140,650	14,335	29.4	21.9	9.3	3.5	.0056
Major	90,341	20,000	26.9	27.0	12.5	10.5	.0033
Marshall	111,189	14,404	30.8	21.2	8.5	5.8	.0038
Mayes	321,720	18,508	27.5	26.1	13.1	7.3	.0110
Murray	110,544	16,762	28.8	26.9	9.6	4.5	.0043
Muskogee	655,856	17,287	25.5	25.3	11.0	7.5	.0243
Muskogee	412,025	16,410	26.2	23.7	9.9	8.2	.0172
Noble	134,717	20,776	26.7	27.9	12.6	11.3	.0044
Nowata	119,575	21,031	22.4	29.7	14.0	8.5	.0035
Okfuskee	97,491	14,875	27.7	20.5	10.4	6.5	.0032
Okmulgee	369,374	16,865	26.9	24.2	11.5	7.6	.0126
Ottawa	299,006	16,742	29.8	26.4	9.7	5.5	.0110
Pawnee	190,615	20,622	25.3	27.2	12.6	11.5	.0058
Payne	667,233	17,180	28.2	23.0	11.8	8.7	.0232
Pittsburg	366,266	15,782	29.5	25.3	8.8	4.6	.0132
Pontotoc	322,521	16,846	25.2	25.2	11.1	7.2	.0127
Pushmataha	96,149	12,684	30.7	19.1	5.5	4.3	.0033
Roger Mills	77,417	24,400	21.6	28.7	12.9	18.3	.0024
Seminole	279,438	18,089	24.7	25.0	12.0	9.0	.0092
☐ Sequoyah	238,850	14,182	32.3	22.5	6.7	3.5	.0088
Stephens	503,594	21,876	23.5	27.6	15.5	11.1	.0169
Texas	183,614	21,663	26.2	31.3	14.1	9.0	.0069
Tillman	78,895	12,064	31.0	17.4	4.7	4.5	.0030
Washington	713,692	29,353	18.6	25.7	18.3	22.2	.0219
Washita	164,087	22,528	24.2	29.0	13.7	13.1	.0054
Woods	127,092	20,840	26.0	25.8	12.6	13.4	.0045
Woodward	286,383	27,708	20.5	26.7	19.5	17.3	.0111
TOTAL METRO COUNTIES	**22,931,174**	**23,224**	**24.0**	**28.1**	**16.1**	**12.7**	**.8123**
TOTAL STATE	**36,153,371**	**20,814**	**25.1**	**26.8**	**14.1**	**10.9**	**1.2829**

OREGON

ORE. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
EUGENE - SPRINGFIELD	266.4	.1095	30.8	13.1	21.6	18.6	22.3	104.3	1,471,299	300,932	151,348	205,214	79,879	354,887	34,458
Lane	266.4	.1095	30.8	13.1	21.6	18.6	22.3	104.3	1,471,299	300,932	151,348	205,214	79,879	354,887	34,458
• Eugene	105.1	.0432	29.9	17.6	24.0	17.0	20.8	43.8	918,560	163,886	99,773	151,953	62,831	206,366	22,576
• Springfield	40.0	.0164	28.5	14.9	23.4	15.9	18.8	16.3	261,445	55,469	30,178	46,345	11,683	61,196	6,630
SUBURBAN TOTAL	121.3	.0499	32.6	8.7	18.9	20.9	24.5	44.2	291,294	81,577	21,397	6,916	5,365	87,325	5,252
MEDFORD	141.3	.0581	33.3	9.9	18.1	19.5	27.3	53.2	792,219	139,004	65,035	127,925	32,394	184,360	15,154
Jackson	141.3	.0581	33.3	9.9	18.1	19.5	27.3	53.2	792,219	139,004	65,035	127,925	32,394	184,360	15,154
• Medford	43.7	.0180	32.5	10.1	19.3	17.9	27.4	17.4	556,890	54,300	39,648	113,029	24,090	148,602	9,489
SUBURBAN TOTAL	97.6	.0401	33.6	9.7	17.5	20.3	27.3	35.8	235,329	84,704	25,387	14,896	8,304	35,758	5,665
PORTLAND	1,159.3	.4766	32.3	10.7	20.7	19.4	24.9	456.5	7,870,161	1,334,920	822,554	1,404,607	386,319	1,794,760	114,739
Clackamas	256.7	.1055	32.5	8.5	19.0	22.5	22.7	91.7	1,236,147	342,199	111,737	220,857	41,239	239,995	20,285
Multnomah	567.2	.2332	32.8	11.7	21.3	17.3	28.1	236.4	4,316,460	625,991	488,680	834,725	234,703	867,755	50,615
• Portland	408.9	.1681	33.2	11.9	22.1	16.0	30.1	180.1	3,327,654	451,909	380,188	650,596	199,836	599,323	34,275
Washington	276.3	.1136	31.0	10.6	21.7	21.2	20.1	105.6	2,051,133	300,236	200,068	338,203	100,895	596,312	31,466
Yamhill	59.1	.0243	31.7	11.5	17.1	18.5	25.9	20.8	266,421	66,494	22,069	10,822	9,482	90,698	12,373
SUBURBAN TOTAL	750.4	.3085	31.7	10.1	19.9	21.3	22.0	276.4	4,542,507	883,011	442,366	754,011	186,483	1,195,437	80,464
PORTLAND - VANCOUVER CONSOLIDATED AREA	*1,371.4*	*.5638*	*32.0*	*10.6*	*20.6*	*19.5*	*24.4*	*535.9*	*8,726,408*	*1,547,019*	*918,268*	*1,560,310*	*418,921*	*1,958,556*	*145,819*
SALEM	262.2	.1079	32.1	11.0	18.4	18.5	26.2	97.2	1,238,516	241,787	128,996	199,206	57,180	293,293	30,989
Marion	215.9	.0888	32.1	10.9	18.5	18.5	26.2	80.1	1,143,072	201,722	116,140	195,660	54,574	283,689	28,687
• Salem	93.8	.0386	31.9	13.2	20.7	17.3	26.4	36.8	778,088	103,559	77,949	150,614	46,262	204,325	22,193
Polk	46.3	.0191	32.2	11.6	17.8	18.6	26.4	17.1	95,444	40,065	12,856	3,546	2,606	9,604	2,302
SUBURBAN TOTAL	168.4	.0693	32.2	9.8	17.1	19.2	26.1	60.4	460,428	138,228	51,047	48,592	10,918	88,968	8,796
OTHER COUNTIES															
Baker	15.8	.0065	35.9	7.8	15.4	19.1	32.1	6.1	74,569	21,434	7,647	4,443	1,755	19,149	1,621
Benton	66.3	.0273	27.7	23.1	21.2	16.7	17.9	25.8	311,209	74,642	40,650	37,790	13,493	60,629	10,106
Corvallis	40.0	.0164	25.3	33.1	21.5	12.6	16.6	14.6	289,284	70,223	36,089	35,421	13,221	59,660	9,644
Clatsop	32.9	.0135	33.6	10.7	17.6	17.2	30.4	12.9	202,991	54,556	29,684	5,166	7,777	39,411	12,508
Columbia	36.6	.0151	32.3	8.3	17.8	20.0	25.2	13.3	104,137	37,772	11,761	1,586	7,115	15,901	8,378
Coos	60.7	.0249	33.5	9.4	17.1	19.8	27.6	23.3	312,590	74,718	26,283	23,870	12,818	73,828	12,047
Crook	13.8	.0057	33.9	9.0	16.2	20.0	28.2	5.2	44,089	17,903	3,509	1,956	638	7,688	1,104
Curry	16.8	.0069	38.6	7.6	14.7	18.4	36.5	7.0	95,973	26,347	10,442	3,585	3,729	19,326	4,239
Deschutes	69.9	.0288	31.8	9.7	20.4	19.9	23.5	26.2	364,508	80,870	36,674	36,704	10,229	77,926	16,858
Douglas	97.0	.0398	32.3	9.4	17.1	19.7	25.7	35.3	445,053	110,035	40,528	40,907	14,966	118,966	15,769
Gilliam	1.8	.0008	35.5	8.7	15.5	19.0	31.6	.8	5,062	550	894			1,523	71
Grant	8.5	.0035	33.8	8.4	16.9	20.5	27.4	3.2	24,431	7,555	1,313	1,034	1,235	6,570	1,361
Harney	7.9	.0032	32.3	9.4	17.3	21.0	24.2	2.9	30,931	8,065	2,518	1,334	806	7,422	193
Hood River	16.2	.0067	33.2	9.5	17.7	19.2	27.5	6.2	92,928	25,380	9,984	6,487	2,589	22,837	1,817
Jefferson	12.8	.0052	30.8	9.8	16.6	19.7	23.4	4.6	60.872	17,295	5,452	1,113	901	21,528	1,744
Josephine	72.3	.0298	35.6	7.7	16.0	19.1	31.6	27.4	363,929	75,122	29,470	29,865	13,390	106,597	11,740
Klamath	58.4	.0240	31.9	10.1	17.8	19.4	25.2	22.1	330,656	75,313	30,508	36,035	13,680	79,860	14,732
Lake	7.7	.0032	33.4	8.6	16.5	20.4	26.9	3.0	34,918	9,973	2,846	198	1,430	9,414	1,343
Lincoln	36.6	.0150	37.3	8.4	17.2	17.3	35.6	15.6	183,831	38,608	34,503	6,293	4,324	31,370	11,536
Linn	89.2	.0367	32.1	9.8	18.1	19.2	25.5	33.4	455,426	92,308	39,370	53,008	16,494	123,026	19,231
Malheur	28.3	.0116	32.0	9.6	15.4	17.8	27.6	9.9	178,507	37,366	16,859	21,639	4,878	45,688	5,994
Morrow	8.3	.0034	31.2	9.6	17.5	20.3	23.0	2.9	22,767	4,844	3,014	830	362	4,548	592
Sherman	2.1	.0008	33.7	7.8	17.0	16.2	31.7	.8	10,738	577	3,797	313			306
Tillamook	21.3	.0088	36.1	8.1	16.8	17.4	33.9	8.6	94,653	29,052	9,084	2,444	2,870	20,654	2,118
Umatilla	61.8	.0254	31.9	10.2	18.0	18.5	25.8	22.2	347,488	90,108	28,422	13,780	9,809	105,482	16,239
Union	24.2	.0100	31.6	11.2	17.5	18.9	25.1	8.7	121,581	29,671	11,064	2,856	5,659	31,611	10,480
Wallowa	7.4	.0030	35.5	7.7	16.3	19.2	31.4	3.0	36,864	10,539	1,964	878	916	14,261	1,220
Wasco	21.6	.0089	33.9	8.2	17.3	18.5	29.6	8.4	144,698	20,864	15,682	18,961	4,587	41,742	10,713
Wheeler	1.4	.0006	39.0	6.6	12.7	19.0	36.3	.7	4,614	920	507	342		2,468	
TOTAL METRO COUNTIES	1,829.2	.7521	32.1	11.0	20.3	19.2	24.9	711.2	11,372,195	2,016,643	1,167,933	1,936,952	555,772	2,627,300	195,340
TOTAL STATE	2,726.8	1.1212	32.2	10.8	19.4	19.1	25.6	1,048.7	15,872,208	3,089,030	1,622,362	2,290,369	712,222	3,736,725	389,400



Only The Register-Guard covers Oregon's 2nd largest market.

The Register-Guard gives 61.5% household penetration of the Eugene-Springfield MSA — Oregon's 2nd largest market. The Oregonian's 4.5% doesn't even come close.

79.1% of all Lane County adults are R-G readers. (Mar%Stat '86 study)

Fletcher Little, Adv. Director
(503) 485-1234

P.O. Box 10188
Eugene, OR. 97440

Represented nationally by Sawyer-Ferguson-Walker

ORE.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
EUGENE - SPRINGFIELD	**2,803,728**	**21,035**	**25.8**	**29.9**	**14.0**	**8.6**	**.0988**
Lane	2,803,728	21,035	25.8	29.9	14.0	8.6	.0988
• Eugene	1,178,395	19,240	26.6	25.3	12.9	10.1	.0471
• Springfield	379,301	19,406	27.6	32.3	11.8	4.3	.0150
SUBURBAN TOTAL	1,246,032	23,364	24.3	33.3	15.9	8.8	.0367
MEDFORD	**1,342,066**	**19,356**	**29.2**	**29.7**	**11.8**	**6.7**	**.0502**
Jackson	1,342,066	19,356	29.2	29.7	11.8	6.7	.0502
• Medford	450,051	19,410	28.7	28.8	11.9	7.6	.0225
SUBURBAN TOTAL	892,015	19,330	29.3	30.2	11.8	6.2	.0277
PORTLAND	**14,952,982**	**26,078**	**22.0**	**28.3**	**18.2**	**15.5**	**.5060**
Clackamas	3,120,997	28,209	20.5	30.6	20.4	15.6	.0986
Multnomah	7,043,219	22,636	24.5	27.7	15.9	12.1	.2524
• Portland	5,092,688	20,940	25.6	26.6	14.1	11.3	.1867
Washington	4,202,953	33,035	17.1	27.2	22.0	24.3	.1349
Yamhill	585,813	22,429	25.0	31.1	15.6	9.2	.0201
SUBURBAN TOTAL	9,860,294	29,395	19.6	29.5	20.9	18.2	.3193
PORTLAND - VANCOUVER CONSOLIDATED AREA	***17,391,998***	***26,065***	***21.9***	***28.7***	***18.2***	***15.1***	***.5817***
SALEM	**2,548,961**	**20,267**	**28.0**	**29.8**	**13.5**	**7.4**	**.0897**
Marion	2,107,788	20,189	28.4	29.6	13.2	7.6	.0765
• Salem	956,432	19,005	29.3	27.8	11.8	7.9	.0396
Polk	441,173	20,600	26.3	30.6	14.7	6.2	.0132
SUBURBAN TOTAL	1,592,529	21,064	27.2	31.0	14.5	7.1	.0501
OTHER COUNTIES							
Baker	130,717	16,682	30.4	26.0	10.3	4.4	.0050
Benton	747,430	23,038	24.7	25.8	16.3	13.9	.0242
Corvallis	430,700	19,787	27.4	24.1	13.9	11.6	.0164
Clatsop	336,237	19,379	27.9	27.1	12.8	8.6	.0125
Columbia	355,982	22,832	23.5	32.6	16.5	7.3	.0111
Coos	548,951	18,909	29.0	30.8	11.9	4.7	.0205
Crook	126,858	18,970	31.0	29.5	12.4	4.7	.0042
Curry	156,176	16,976	31.6	26.2	9.8	5.5	.0059
Deschutes	673,068	20,402	28.5	31.0	13.1	6.9	.0245
Douglas	830,797	19,600	27.9	33.0	11.5	4.3	.0309
Gilliam	26,699	25,765	24.7	28.2	20.0	15.0	.0007
Grant	70,718	17,851	31.0	30.6	9.5	4.0	.0024
Harney	68,418	19,560	30.4	32.5	11.8	4.3	.0025
Hood River	154,438	19,036	29.3	28.6	12.5	6.7	.0057
Jefferson	119,309	20,777	29.5	32.6	12.6	7.0	.0044
Josephine	600,262	16,814	31.2	26.7	9.8	4.7	.0234
Klamath	523,117	18,864	28.0	29.5	12.0	5.4	.0202
Lake	68,553	19,065	29.2	31.5	12.0	4.1	.0026
Lincoln	433,010	20,803	27.1	27.3	14.2	10.2	.0140
Linn	866,886	21,185	26.3	31.1	14.4	7.3	.0311
Malheur	233,128	18,015	30.2	27.6	11.2	6.0	.0098
Morrow	90,708	25,473	24.8	28.4	19.9	12.8	.0026
Sherman	23,916	23,650	25.0	28.3	17.3	13.0	.0008
Tillamook	190,714	16,766	32.6	25.8	10.1	4.7	.0068
Umatilla	577,070	20,408	29.5	30.4	14.1	6.6	.0219
Union	233,900	21,173	25.6	29.0	15.4	8.3	.0084
Wallowa	69,083	17,933	31.2	28.6	8.9	6.6	.0024
Wasco	210,206	20,548	25.0	33.0	11.1	7.0	.0083
Wheeler	12,200	11,900	35.1	18.0	5.3	2.9	.0004
TOTAL METRO COUNTIES	**21,647,737**	**23,739**	**23.9**	**28.8**	**16.5**	**12.7**	**.7447**
TOTAL STATE	**30,126,288**	**22,306**	**25.3**	**29.1**	**15.3**	**10.8**	**1.0519**

PENNSYLVANIA

PA.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALLENTOWN - BETHLEHEM	**660.7**	**.2717**	**35.0**	**10.5**	**16.5**	**19.4**	**30.5**	**253.0**	**4,035,091**	**816,005**	**341,364**	**450,698**	**171,473**	**971,098**	**123,677**
Carbon	54.4	.0224	37.7	8.9	14.6	17.9	35.4	21.3	182,032	60,056	11,457	5,652	7,772	42,823	7,869
Lehigh	281.7	.1159	35.1	10.6	16.9	19.5	30.5	110.6	2,283,561	395,449	208,916	341,636	117,336	533,646	62,572
• Allentown	105.6	.0434	35.7	12.4	16.3	16.6	34.2	44.4	889,621	145,218	99,884	71,681	39,654	268,623	26,675
Northampton	235.0	.0966	34.8	11.2	16.1	19.1	30.5	88.4	1,008,619	239,773	86,190	77,585	31,227	252,038	35,452
• Bethlehem	71.0	.0292	35.0	14.8	15.1	16.5	33.5	27.9	385,418	95,587	29,670	39,437	18,340	88,712	19,444
• Easton	26.5	.0109	32.5	15.2	15.7	14.9	31.3	10.1	164,549	53,770	15,543	9,426	10,819	7,575	5,718
Warren, N. J.	*89.6*	*.0368*	*33.9*	*9.4*	*16.9*	*20.3*	*27.8*	*32.7*	*560,879*	*120,727*	*34,801*	*25,825*	*15,138*	*142,591*	*17,784*
SUBURBAN TOTAL	457.6	.1882	35.0	9.1	16.7	20.7	29.2	170.6	2,595,503	521,430	196,267	330,154	102,660	606,188	71,840
ALTOONA	**135.4**	**.0556**	**34.7**	**9.9**	**15.4**	**18.0**	**31.5**	**51.1**	**801,616**	**176,416**	**52,853**	**106,932**	**44,685**	**207,886**	**30,807**
Blair	135.4	.0556	34.7	9.9	15.4	18.0	31.5	51.1	801,616	176,416	52,853	106,932	44,685	207,886	30,807
• Altoona	54.8	.0225	35.9	10.5	14.5	16.6	34.5	21.3	405,895	84,946	30,983	37,910	28,249	122,469	15,427
SUBURBAN TOTAL	80.6	.0331	34.0	9.5	16.1	19.0	29.4	29.8	395,721	91,470	21,870	69,022	16,436	85,417	15,380
BEAVER COUNTY	**194.6**	**.0800**	**34.8**	**10.4**	**15.5**	**19.2**	**30.6**	**71.7**	**872,971**	**245,302**	**62,749**	**153,741**	**39,638**	**148,856**	**36,824**
Beaver	194.6	.0800	34.8	10.4	15.5	19.2	30.6	71.7	872,971	244,302	62,749	153,741	39,638	148,856	36,824
SUBURBAN TOTAL	194.6	.0800	34.8	10.4	15.5	19.2	30.6	71.7	872,971	244,302	62,749	153,741	39,638	148,856	36,824
ERIE	**281.9**	**.1159**	**31.7**	**12.3**	**16.5**	**17.7**	**26.8**	**102.7**	**1,499,920**	**327,284**	**139,224**	**180,758**	**81,602**	**346,443**	**54,311**
Erie	281.9	.1159	31.7	12.3	16.5	17.7	26.8	102.7	1,499,920	327,284	139,224	180,758	81,602	346,443	54,311
• Erie	117.1	.0481	32.1	12.9	16.7	14.8	30.4	45.4	634,061	193,096	62,801	36,548	41,585	128,357	31,158
Millcreek Township	45.4	.0187	33.7	10.4	16.8	20.5	27.3	16.9	427,332	31,251	36,903	118,289	28,653	98,418	9,604
SUBURBAN TOTAL	164.8	.0678	31.4	11.9	16.5	19.7	24.3	57.3	865,859	134,188	76,423	144,210	40,017	218,086	23,153
HARRISBURG - LEBANON - CARLISLE	**580.9**	**.2388**	**33.6**	**11.0**	**17.3**	**19.6**	**28.0**	**222.8**	**4,165,367**	**902,867**	**335,554**	**457,242**	**188,557**	**971,384**	**131,515**
Cumberland	189.9	.0781	33.4	12.7	16.8	20.6	26.7	71.1	1,728,549	381,417	136,222	180,918	85,352	333,715	58,648
• Carlisle	19.7	.0081	32.8	18.5	16.1	16.5	29.9	7.9	416,561	131,549	29,847	46,586	11,708	62,988	14,413
Dauphin	238.1	.0979	33.9	10.4	17.8	18.8	29.2	95.6	1,624,103	349,994	153,283	192,974	69,374	392,660	53,324
• Harrisburg	52.3	.0215	33.2	10.2	17.4	15.5	31.3	22.9	424,832	85,579	46,306	35,227	15,955	115,721	13,277
Lebanon	112.8	.0463	34.0	10.0	16.4	19.5	28.9	41.5	688,468	143,644	39,319	79,355	30,175	199,821	16,140
• Lebanon	26.6	.0109	35.3	10.6	15.3	17.0	33.4	11.1	237,673	44,824	15,704	18,777	13,388	56,810	10,182
Perry	40.1	.0165	32.0	9.5	18.4	19.6	24.8	14.6	124,247	27,812	6,730	3,995	3,656	45,188	3,403
SUBURBAN TOTAL	482.3	.1983	33.6	10.8	17.4	20.3	27.3	180.9	3,086,301	640,915	243,697	356,652	147,506	735,865	93,643
JOHNSTOWN	**259.3**	**.1066**	**34.1**	**10.8**	**15.5**	**17.0**	**31.6**	**94.8**	**1,043,153**	**247,291**	**69,345**	**126,654**	**51,383**	**243,123**	**36,418**
Cambria	176.3	.0725	34.1	11.2	15.4	16.6	32.0	64.1	746,260	180,949	47,597	106,356	33,154	144,974	28,130
• Johnstown	32.9	.0135	38.1	10.4	14.4	15.2	38.1	13.8	230,185	66,443	14,952	14,768	10,445	55,376	10,374
Somerset	83.0	.0341	34.1	9.8	15.9	17.9	30.7	30.7	296,893	66,342	21,748	20,298	18,229	98,149	8,288
SUBURBAN TOTAL	226.4	.0931	33.7	10.8	15.7	17.3	30.6	81.0	812,968	180,848	54,393	111,886	40,938	187,747	26,044

PA. (cont.) S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
LANCASTER	**389.1**	**.1600**	**32.3**	**11.7**	**16.9**	**19.2**	**26.3**	**140.7**	**2,433,663**	**521,935**	**221,098**	**255,881**	**150,169**	**557,888**	**73,891**
Lancaster	389.1	.1600	32.3	11.7	16.9	19.2	26.3	140.7	2,433,663	521,935	221,098	255,881	150,169	557,888	73,891
• Lancaster	57.3	.0236	31.1	14.8	17.2	15.2	28.1	22.8	556,908	56,169	39,871	151,591	40,293	127,432	9,315
SUBURBAN TOTAL	331.8	.1364	32.6	11.1	16.8	19.8	26.1	117.9	1,876,755	465,766	181,227	104,290	109,876	430,456	64,576
PHILADELPHIA	**4,827.4**	**1.9849**	**33.4**	**11.1**	**16.8**	**19.3**	**28.0**	**1,773.3**	**31,122,684**	**6,102,247**	**2,809,543**	**3,676,526**	**1,615,370**	**7,184,748**	**1,124,643**
Bucks	518.4	.2131	31.9	10.6	17.6	21.5	23.0	181.1	3,746,489	693,876	259,804	411,860	139,815	1,176,341	88,099
Bensalem Township	57.9	.0238	29.8	11.1	24.3	18.5	19.0	22.3	567,105	134,170	36,215	143,798	12,906	94,166	12,080
Bristol Township	60.4	.0248	30.1	12.2	18.0	18.4	22.7	19.9	216,912	60,637	15,648	2,267	8,895	57,612	8,387
Chester	337.9	.1390	32.6	10.8	17.5	21.8	23.9	119.9	1,791,229	354,508	152,501	114,098	103,302	517,208	59,093
Delaware	556.5	.2288	34.7	11.5	15.8	18.2	31.3	204.8	4,008,360	840,881	307,846	555,543	195,151	933,888	128,973
Chester	44.4	.0183	31.5	12.6	15.5	15.0	29.5	16.4	174,708	23,696	14,318	2,922	6,499	45,315	6,159
Haverford Township	52.4	.0215	36.1	10.9	15.2	18.1	33.4	18.3	196,443	34,947	18,638	8,831	15,672	57,950	6,160
Upper Darby Township	84.5	.0347	35.9	10.7	17.3	16.2	34.8	34.6	565,343	177,870	37,222	75,676	17,887	89,158	36,085
Montgomery	667.1	.2743	35.4	10.2	16.3	20.4	30.1	246.3	6,213,199	1,058,698	470,122	988,874	297,004	1,497,363	211,708
Abington Township	59.5	.0245	38.6	9.5	14.4	19.0	35.7	22.0	561,994	51,828	28,940	105,641	18,399	247,761	10,732
Lower Merion Township	60.2	.0248	39.7	10.6	12.9	20.4	36.6	23.2	788,916	128,340	61,121	88,803	44,196	240,516	23,455
• Norristown	34.6	.0142	32.8	12.0	18.5	17.5	28.5	13.1	322,850	99,020	16,414	35,731	6,386	84,016	14,848
Philadelphia	1,645.1	.6764	34.0	11.7	16.4	17.5	30.8	635.3	8,420,474	1,833,836	1,059,001	732,775	552,459	1,230,282	432,947
• Philadelphia	1,645.1	.6764	34.0	11.7	16.4	17.5	30.8	635.2	8,420,474	1,833,836	1,059,001	732,775	552,459	1,230,282	432,947
Burlington, N. J.	*394.2*	*.1621*	*31.3*	*11.9*	*17.7*	*21.5*	*22.0*	*132.4*	*2,300,973*	*391,616*	*207,515*	*286,736*	*101,549*	*733,507*	*49,117*
Camden, N. J.	*489.1*	*.2011*	*32.6*	*10.3*	*17.1*	*19.4*	*26.5*	*178.1*	*3,255,466*	*633,562*	*269,643*	*353,886*	*187,935*	*746,908*	*115,836*
• Camden	*83.2*	*.0342*	*27.7*	*11.3*	*14.9*	*15.7*	*23.5*	*29.1*	*210,611*	*52,202*	*25,478*	*7,885*	*5,495*	*8,038*	*19,838*
Cherry Hill Township	*70.2*	*.0289*	*36.3*	*8.5*	*13.2*	*25.8*	*26.7*	*23.6*	*922,793*	*96,995*	*64,989*	*142,614*	*63,046*	*297,147*	*21,460*
Gloucester Township	*49.4*	*.0203*	*30.0*	*10.7*	*22.0*	*20.2*	*18.9*	*17.3*	*120,851*	*46,812*	*9,789*	*6,619*	*2,082*	*5,911*	*4,049*
Gloucester, N. J.	*219.1*	*.0901*	*31.3*	*11.3*	*17.8*	*19.9*	*23.4*	*75.4*	*1,386,494*	*295,270*	*83,111*	*232,754*	*38,155*	*349,251*	*38,870*
SUBURBAN TOTAL	3,064.5	1.2601	33.2	10.8	17.0	20.4	26.6	1,095.9	22,168,749	4,117,189	1,708,650	2,900,135	1,051,030	5,862,412	657,010
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,834.2***	***2.3989***	***33.3***	***11.2***	***16.8***	***19.4***	***27.7***	***2,132.1***	***37,891,926***	***7,467,436***	***3,353,445***	***4,561,701***	***1,970,309***	***8,697,439***	***1,346,012***
PITTSBURGH	**2,139.6**	**.8797**	**35.5**	**10.6**	**16.2**	**18.4**	**32.2**	**835.5**	**12,087,280**	**2,529,481**	**1,188,963**	**1,719,350**	**601,040**	**2,841,648**	**427,717**
Allegheny	1,380.0	.5674	35.7	11.1	16.4	18.1	32.7	550.3	8,530,801	1,728,673	921,727	1,257,628	429,211	1,967,151	308,832
• McKeesport	28.1	.0116	38.7	10.0	14.7	15.1	38.7	12.0	177,305	40,135	16,450	6,891	10,064	62,071	6,162
Penn Hills Township	54.9	.0226	34.1	10.3	17.0	19.8	28.7	19.9	215,698	85,625	17,971	17,384	6,378	31,998	9,745
• Pittsburgh	393.0	.1616	34.9	13.9	16.6	15.4	34.5	163.7	2,612,685	520,047	378,392	311,299	126,885	547,353	115,418
Fayette	160.1	.0658	34.9	9.5	15.2	17.3	32.6	59.9	680,254	168,569	47,941	96,709	26,619	145,741	28,779
Washington	214.9	.0884	35.4	10.4	15.5	18.8	31.8	80.7	958,458	217,219	75,944	105,561	34,735	271,176	30,889
Westmoreland	384.6	.1581	35.1	9.7	16.1	19.5	30.6	144.6	1,917,767	415,020	143,351	259,452	110,475	457,580	59,217
Hempfield Township	43.3	.0178	33.0	9.2	18.4	20.9	25.4	15.4	293,878	35,774	14,312	92,439	8,911	110,355	2,881
SUBURBAN TOTAL	1,718.5	.7065	35.5	9.9	16.1	19.1	31.6	659.8	9,297,290	1,969,299	794,121	1,401,160	464,091	2,232,224	306,137
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,334.2***	***.9597***	***35.4***	***10.6***	***16.1***	***18.5***	***32.1***	***907.2***	***12,960,251***	***2,773,783***	***1,251,712***	***1,873,091***	***640,678***	***2,990,504***	***464,541***
READING	**323.7**	**.1331**	**35.6**	**10.2**	**15.9**	**19.3**	**31.6**	**125.4**	**2,249,105**	**417,434**	**188,745**	**257,302**	**115,087**	**541,854**	**56,264**
Berks	323.7	.1331	35.6	10.2	15.9	19.3	31.6	125.4	2,249,105	417,434	188,745	257,302	115,087	541,854	56,264
• Reading	78.6	.0323	36.1	11.4	14.7	15.8	35.4	33.7	539,136	70,351	55,701	16,192	44,233	148,523	12,395
SUBURBAN TOTAL	245.1	.1008	35.5	9.9	16.3	20.3	30.4	91.7	1,709,969	347,083	133,044	241,110	70,854	393,331	43,869
SCRANTON - WILKES-BARRE	**731.2**	**.3006**	**36.7**	**10.2**	**15.0**	**18.0**	**34.2**	**278.7**	**4,039,737**	**901,554**	**356,727**	**513,015**	**165,922**	**837,511**	**174,056**
Columbia	63.0	.0259	33.5	14.3	15.1	18.0	29.7	23.1	270,894	70,724	25,515	28,891	12,243	56,018	10,116
Lackawanna	223.4	.0918	37.5	10.2	14.5	17.4	35.6	85.1	1,332,364	290,390	112,907	186,713	48,501	279,949	67,759
• Scranton	83.2	.0342	38.8	11.3	14.0	15.2	38.8	33.4	583,204	110,104	46,167	96,263	17,078	147,873	26,005
Luzerne	333.1	.1369	38.1	9.4	14.6	17.9	36.0	128.4	1,824,685	400,843	167,242	234,322	87,473	371,191	73,531
• Hazleton	25.8	.0106	41.9	9.3	12.9	16.9	41.2	10.7	245,223	56,314	17,645	42,057	13,187	56,991	10,642

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PA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Wilkes-Barre	48.7	.0200	38.9	12.0	13.9	15.6	38.5	20.0	450,790	87,335	42,301	110,625	35,000	29,126	15,468
Monroe	82.9	.0341	34.5	10.7	16.6	19.6	29.7	32.0	498,831	111,423	42,878	56,861	14,787	105,303	17,193
Wyoming	28.8	.0119	31.6	9.1	17.6	18.8	25.3	10.1	112,963	28,174	8,185	6,228	2,911	25,050	5,457
SUBURBAN TOTAL	573.5	.2358	36.1	10.0	15.3	18.6	32.8	214.6	2,760,520	647,801	250,614	264,070	100,657	603,521	121,941
SHARON	**126.6**	**.0520**	**34.4**	**11.6**	**14.9**	**18.3**	**30.8**	**46.5**	**579,428**	**123,092**	**53,090**	**83,823**	**28,520**	**155,933**	**16,474**
Mercer	126.6	.0520	34.4	11.6	14.9	18.3	30.8	46.5	579,428	123,092	53,090	83,823	28,520	155,933	16,474
• Sharon	16.7	.0069	35.9	10.6	15.2	16.2	34.9	6.7	100,050	19,341	7,865	7,957	7,828	30,598	2,946
SUBURBAN TOTAL	109.9	.0451	34.2	11.7	14.8	18.6	30.3	39.8	479,378	103,751	45,225	75,866	20,692	125,335	13,528
STATE COLLEGE	**115.9**	**.0476**	**26.4**	**27.7**	**17.3**	**16.3**	**18.8**	**39.1**	**595,039**	**115,912**	**60,671**	**58,978**	**31,103**	**129,068**	**20,711**
Centre	115.9	.0476	26.4	27.7	17.3	16.3	18.8	39.1	595,039	115,912	60,671	58,978	31,103	129,068	20,711
• State College	34.6	.0142	22.9	60.6	14.3	7.1	10.4	9.9	348,014	56,910	42,445	49,360	15,467	100,074	10,208
SUBURBAN TOTAL	81.3	.0334	31.0	13.7	18.6	20.2	22.4	29.2	247,025	59,002	18,226	9,618	15,636	28,994	10,503
WILLIAMSPORT	**118.3**	**.0487**	**33.6**	**10.9**	**16.2**	**18.5**	**29.2**	**43.9**	**637,237**	**146,761**	**46,620**	**81,809**	**31,105**	**156,397**	**21,388**
Lycoming	118.3	.0487	33.6	10.9	16.2	18.5	29.2	43.9	637,237	146,761	46,620	81,809	31,105	156,397	21,388
• Williamsport	32.4	.0133	32.5	14.7	15.4	15.4	30.7	12.8	234,419	33,223	14,579	27,955	17,791	61,306	8,104
SUBURBAN TOTAL	85.9	.0354	34.0	9.5	16.3	19.7	28.8	31.1	402,818	113,538	32,041	53,854	13,314	95,091	13,284
YORK	**397.5**	**.1633**	**33.2**	**10.5**	**17.3**	**20.1**	**26.8**	**149.1**	**1,989,749**	**425,065**	**171,504**	**234,820**	**99,945**	**477,094**	**54,565**
Adams	70.7	.0290	32.1	12.3	16.6	19.0	26.1	25.1	240,877	61,444	37,919	6,903	9,888	49,267	6,422
York	326.8	.1343	33.4	10.1	17.5	20.4	26.9	124.0	1,748,872	363,621	133,585	227,917	90,057	427,827	48,143
• York	44.0	.0181	33.0	12.2	17.0	15.4	31.2	18.6	229,758	31,957	23,460	9,598	17,405	67,056	9,347
SUBURBAN TOTAL	353.5	.1452	33.2	10.3	17.4	20.7	26.2	130.5	1,759,991	393,108	148,044	225,222	82,540	410,038	45,218
OTHER COUNTIES															
Armstrong	79.0	.0325	35.2	9.9	15.1	17.8	32.4	30.2	303,947	89,891	22,621	17,591	12,269	74,141	14,577
Bedford	48.0	.0198	34.1	9.4	15.0	19.7	28.9	17.5	212,778	41,332	31,607	3,995	7,651	53,585	8,349
Bradford	65.0	.0268	32.6	9.5	15.7	19.3	26.9	23.7	245,553	58,277	14,030	14,166	7,934	74,601	14,915
Butler	153.9	.0633	31.9	12.0	17.0	19.1	25.6	54.6	669,715	135,006	61,449	87,950	37,505	169,491	23,086
Cameron	6.4	.0026	35.9	8.8	15.1	18.3	32.8	2.7	21,435	7,094	1,191	2,024	389	[illegible]	1,487
Clarion	43.8	.0180	30.6	17.0	14.4	17.8	25.9	14.9	180,308	36,007	17,954	14,551	6,544	40,886	7,871

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(See page B-26)

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PA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Clearfield	83.9	.0345	33.5	9.8	15.3	18.1	29.7	30.7	467,873	98,365	24,618	55,316	23,199	131,696	13,783
Clinton	39.3	.0161	33.2	13.5	14.6	18.3	29.0	14.2	205,243	40,284	10,809	13,821	7,160	46,869	6,821
Crawford	88.7	.0365	33.1	10.7	15.8	18.3	28.7	32.4	384,557	89,094	39,160	37,587	13,178	91,017	10,730
Elk	38.6	.0159	33.6	9.8	14.7	18.5	29.4	13.8	132,199	38,649	6,596	9,637	5,925	34,564	7,719
Forest	4.9	.0020	37.6	8.2	14.0	18.8	34.7	1.9	17,165	4,303	1,681	512	144	2,938	
Franklin	119.2	.0490	33.7	9.9	16.4	20.0	27.8	44.4	488,297	106,205	38,812	53,394	15,548	118,675	20,703
Fulton	14.0	.0058	32.9	9.4	15.6	20.3	26.5	5.3	29,703	9,080	2,765	1,336	635	10,093	1,357
Greene	41.6	.0171	33.0	10.2	16.3	16.7	30.1	15.3	160,599	42,921	9,415	17,935	5,310	47,599	5,371
Huntingdon	43.3	.0178	33.0	11.5	16.5	19.1	27.7	15.2	145,289	39,964	11,788	8,700	4,347	25,158	4,242
Indiana	94.6	.0389	30.1	17.4	15.7	16.4	25.8	32.4	414,502	56,679	33,475	75,688	19,225	119,836	12,239
Jefferson	50.1	.0206	34.3	10.0	15.2	18.0	30.9	19.0	197,443	46,461	10,442	12,249	8,246	50,128	6,731
Juniata	20.4	.0084	33.7	9.6	15.8	19.7	28.3	7.5	61,656	14,661	3,646	3,358	1,499	23,648	1,983
Lawrence	103.5	.0426	35.0	10.9	15.4	18.0	31.9	38.4	446,754	121,968	32,426	45,061	17,266	98,704	16,716
McKean	48.9	.0201	35.1	9.6	14.2	17.7	32.4	18.4	210,771	53,275	16,350	23,668	7,546	53,589	10,272
Mifflin	47.6	.0196	34.6	9.0	15.2	19.6	29.8	17.9	179,205	41,476	14,386	17,951	6,424	31,003	13,403
Montour	16.9	.0069	35.8	9.9	15.4	19.1	32.1	6.0	89,427	14,940	6,553	2,193	3,024	45,039	4,016
Northumberland	100.9	.0415	37.3	8.7	14.7	18.2	34.8	40.1	423,807	106,656	20,369	29,663	21,738	108,685	22,362
Pike	22.1	.0091	40.6	6.9	13.8	18.7	38.8	8.9	62,305	13,309	8,500	1,080	1,661	10,886	1,560
Potter	18.6	.0077	33.3	9.0	14.6	18.4	29.2	6.8	53,395	14,263	2,708	494	2,474	16,668	2,520
Schuylkill	159.5	.0655	38.8	8.5	14.2	17.7	37.0	63.0	760,734	208,788	50,817	112,822	42,875	129,143	36,554
Snyder	36.1	.0149	31.9	12.8	17.0	19.5	25.2	12.5	307,912	48,867	26,385	66,411	13,745	80,115	4,708
Sullivan	6.5	.0027	35.5	10.4	13.5	16.3	34.3	2.3	24,795	4,863	1,434	4,155	257	5,343	1,248
Susquehanna	40.9	.0168	33.9	8.9	15.3	19.7	28.7	14.7	124,705	29,677	8,343	1,654	3,755	37,673	4,743
Tioga	42.0	.0173	32.1	12.6	14.6	19.1	26.6	14.7	134,057	30,063	10,548	10,225	3,563	34,732	5,203
Union	34.0	.0139	31.3	15.9	17.2	19.3	24.5	11.0	138,130	35,430	20,372	7,632	4,579	24,864	7,374
Venango	64.2	.0264	33.8	9.6	16.6	18.9	29.1	23.8	263,262	55,759	21,783	40,816	12,434	59,748	9,431
Warren	47.4	.0195	34.8	9.1	15.4	19.5	30.1	17.6	491,163	55,724	19,034	30,164	8,657	76,792	10,366
Wayne	39.6	.0163	35.6	8.4	14.8	18.4	32.5	14.8	255,148	55,597	14,071	14,942	15,023	49,048	8,778
TOTAL METRO COUNTIES	**10,090.1**	**4.1484**	**34.3**	**11.1**	**16.3**	**18.8**	**30.0**	**3,809.7**	**60,648,228**	**12,556,471**	**5,502,980**	**7,458,328**	**3,072,822**	**13,798,674**	**2,161,654**
TOTAL STATE	**11,953.5**	**4.9148**	**34.2**	**11.0**	**16.3**	**18.7**	**30.0**	**4,496.3**	**68,952,060**	**14,401,399**	**6,119,118**	**8,297,069**	**3,414,551**	**15,778,152**	**2,482,872**

S&MM'S FOUR SURVEY ISSUES

Each year *Sales and Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

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(SEE PAGE B-26)

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PA.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALLENTOWN - BETHLEHEM	**8,327,706**	**26,029**	**21.6**	**29.7**	**18.7**	**13.8**	**.2760**
Carbon	564,075	20,929	27.2	31.9	13.5	7.0	.0177
Lehigh	3,902,634	28,242	19.9	28.2	20.5	16.8	.1350
• Allentown	1,350,426	22,999	23.0	27.4	17.1	11.9	.0494
Northampton	2,652,213	23,932	23.1	31.3	17.2	10.0	.0842
• Bethlehem	820,316	22,219	23.4	27.5	16.2	10.6	.0274
• Easton	239,320	16,727	27.2	27.3	9.3	5.6	.0095
Warren, N. J.	*1,208,784*	*29,113*	*19.3*	*29.2*	*20.2*	*18.6*	*.0391*
SUBURBAN TOTAL	5,917,644	27,801	20.5	30.9	20.1	15.3	.1897
ALTOONA	**1,359,232**	**20,600**	**27.3**	**30.6**	**14.2**	**6.7**	**.0501**
Blair	1,359,232	20,600	27.3	30.6	14.2	6.7	.0501
• Altoona	538,251	19,185	27.8	28.4	13.4	6.1	.0218
SUBURBAN TOTAL	820,981	21,600	27.0	32.2	14.7	7.1	.0283

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BEAVER COUNTY	**2,335,729**	**27,555**	**19.1**	**30.0**	**20.8**	**13.2**	**.0729**
Beaver	2,335,729	27,555	19.1	30.0	20.8	13.2	.0729
SUBURBAN TOTAL	2,335,729	27,555	19.1	30.0	20.8	13.2	.0729
ERIE	**3,223,391**	**24,555**	**22.7**	**30.8**	**17.4**	**11.7**	**.1077**
Erie	3,223,391	24,555	22.7	30.8	17.4	11.7	.1077
• Erie	1,274,469	21,480	24.6	29.1	15.1	8.9	.0439
Millcreek Township	627,362	29,322	20.4	32.3	20.5	17.4	.0229
SUBURBAN TOTAL	1,948,922	27,008	21.2	32.2	19.3	13.9	.0638
HARRISBURG - LEBANON - CARLISLE	**7,455,532**	**26,218**	**21.7**	**30.9**	**18.6**	**14.3**	**.2575**
Cumberland	2,612,468	28,909	19.5	31.1	20.4	17.6	.0948
• Carlisle	258,709	22,668	24.6	28.5	14.2	13.9	.0144
Dauphin	3,222,380	26,260	21.2	29.2	18.5	15.5	.1065
• Harrisburg	594,003	18,488	26.6	25.4	11.5	9.4	.0229

Metro Harrisburg

Harrisburg Patriot-News

Represented by Newhouse Newspapers

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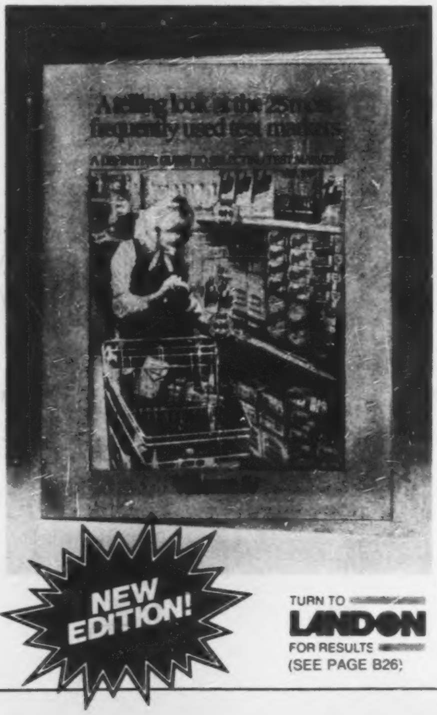

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  2) Demographics
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TURN TO LANDON FOR RESULTS (SEE PAGE B26)

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S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Lebanon	1,224,604	23,496	24.9	33.4	16.6	8.7	.0438
• Lebanon	277,711	18,505	28.9	27.9	11.6	6.8	.0117
Perry	396,080	22,114	27.5	34.6	15.0	5.9	.0124
SUBURBAN TOTAL	6,325,109	27,818	20.5	31.9	20.1	15.4	.2085
JOHNSTOWN	**2,332,733**	**18,823**	**28.3**	**30.4**	**11.3**	**5.4**	**.0818**
Cambria	1,599,669	19,125	27.4	30.6	11.9	5.5	.0566
• Johnstown	273,419	14,556	29.3	25.5	7.6	2.9	.0120
Somerset	733,064	18,277	30.0	30.2	10.1	5.1	.0252
SUBURBAN TOTAL	2,059,314	19,607	28.1	31.3	11.9	5.8	.0698
LANCASTER	**4,634,317**	**25,755**	**22.9**	**31.8**	**18.3**	**12.9**	**.1592**
Lancaster	4,634,317	25,755	22.9	31.8	18.3	12.9	.1592
• Lancaster	568,244	18,759	30.3	28.7	12.3	5.7	.0256
SUBURBAN TOTAL	4,066,073	27,252	21.4	32.5	19.5	14.3	.1336
PHILADELPHIA	**63,471,921**	**27,233**	**19.9**	**26.5**	**18.3**	**18.4**	**2.0940**
Bucks	6,907,232	31,217	17.4	29.2	22.7	19.8	.2348
Bensalem Township	734,607	27,442	20.9	31.1	20.5	14.0	.0286
Bristol Township	689,814	29,342	18.4	33.1	23.5	13.9	.0210
Chester	5,190,456	33,482	16.7	25.7	20.8	26.8	.1512
Delaware	7,665,384	29,076	19.5	27.1	19.6	20.0	.2557
Chester	396,355	17,075	25.6	23.1	13.0	7.2	.0139
Haverford Township	789,920	34,630	16.0	25.6	22.2	27.2	.0216
Upper Darby Township	1,134,153	25,455	22.8	29.4	17.7	14.7	.0375
Montgomery	10,680,386	32,471	17.0	27.4	20.6	25.0	.3603
Abington Township	1,016,818	33,533	16.4	27.7	19.7	27.6	.0334
Lower Merion Township	1,405,618	42,105	14.0	19.7	15.1	42.2	.0446
• Norristown	381,014	21,813	27.2	29.0	15.3	10.0	.0158
Philadelphia	18,192,275	20,383	23.4	24.7	14.1	11.9	.6116
• Philadelphia	18,192,275	20,383	23.4	24.7	14.1	11.9	.6116
Burlington, N. J.	*5,604,817*	*32,965*	*17.1*	*27.1*	*21.9*	*24.4*	*.1732*
Camden, N. J.	*6,472,120*	*27,578*	*20.0*	*25.9*	*18.0*	*19.7*	*.2148*

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Camden	*615,581*	*14,403*	*28.1*	*21.3*	*9.2*	*5.0*	*.0214*
Cherry Hill Township	*1,258,564*	*44,395*	*11.4*	*18.3*	*21.9*	*41.3*	*.0456*
Gloucester Township	*661,362*	*31,375*	*17.5*	*29.4*	*22.3*	*20.4*	*.0176*
Gloucester, N. J.	*2,759,251*	*30,210*	*18.6*	*28.0*	*22.4*	*18.1*	*.0924*
SUBURBAN TOTAL	44,283,051	31,521	17.7	27.4	21.0	22.7	1.4452
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***77,440,647***	***27,596***	***19.8***	***26.3***	***18.4***	***19.0***	***2.5485***
PITTSBURGH	**26,285,320**	**24,121**	**22.2**	**28.6**	**16.8**	**12.9**	**.8623**
Allegheny	17,968,641	24,803	21.7	27.8	17.1	14.3	.5882
• McKeesport	308,544	18,330	24.8	23.9	13.6	8.7	.0111
Penn Hills Township	689,853	28,810	18.4	34.0	21.9	14.9	.0205
• Pittsburgh	4,433,487	18,585	25.1	25.0	12.3	9.5	.1598
Fayette	1,409,035	18,023	25.7	28.6	11.4	5.4	.0506
Washington	2,518,357	24,705	22.5	28.5	18.1	12.6	.0793
Westmoreland	4,389,287	24,234	22.9	31.3	17.2	10.7	.1442
Hempfield Township	516,316	27,692	19.8	34.8	20.9	12.3	.0182
SUBURBAN TOTAL	21,543,289	25,639	21.5	29.5	18.0	13.8	.6914
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***28,621,049***	***24,391***	***21.9***	***28.8***	***17.1***	***12.9***	***.9352***
READING	**3,967,006**	**24,885**	**22.4**	**30.2**	**18.1**	**12.0**	**.1390**
Berks	3,967,006	24,885	22.4	30.2	18.1	12.0	.1390
• Reading	818,775	17,730	26.7	26.2	12.1	6.3.	.0312
SUBURBAN TOTAL	3,148,231	27,670	20.8	31.7	20.3	14.0	.1078
SCRANTON - WILKES-BARRE	**7,699,740**	**20,850**	**27.9**	**29.9**	**14.1**	**8.1**	**.2713**
Columbia	642,797	21,279	28.0	31.5	13.9	8.1	.0214
Lackawanna	2,378,442	20,818	27.3	28.8	14.4	8.7	.0854
• Scranton	846,389	18,523	28.2	27.0	12.6	6.7	.0329
Luzerne	3,461,969	20,334	28.6	29.8	13.4	7.6	.1225
• Hazleton	282,084	19,095	30.1	27.5	12.8	7.3	.0118
• Wilkes-Barre	480,560	17,305	28.8	26.3	11.1	5.9	.0212

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PA. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Monroe	934,925	22,353	27.0	31.1	15.9	8.8	.0326
Wyoming	281,607	21,728	27.1	32.9	14.4	7.4	.0094
SUBURBAN TOTAL	6,090,707	21,633	27.7	30.7	14.6	8.6	.2054
SHARON	**1,313,663**	**22,491**	**24.4**	**32.1**	**15.4**	**8.1**	**.0441**
Mercer	1,313,663	22,491	24.4	32.1	15.4	8.1	.0441
• Sharon	172,498	19,515	24.9	27.8	14.1	7.1	.0063
SUBURBAN TOTAL	1,141,165	22,902	24.2	32.9	15.6	8.3	.0378
STATE COLLEGE	**1,114,893**	**20,189**	**26.9**	**28.0**	**13.0**	**9.4**	**.0403**
Centre	1,114,893	20,189	26.9	28.0	13.0	9.4	.0403
• State College	269,122	13,511	29.1	15.9	8.3	9.9	.0144
SUBURBAN TOTAL	845,771	22,355	26.1	32.0	14.6	9.3	.0259
WILLIAMSPORT	**1,224,222**	**21,336**	**27.0**	**31.0**	**14.2**	**8.1**	**.0433**
Lycoming	1,224,222	21,336	27.0	31.0	14.2	8.1	.0433
• Williamsport	324,595	17,850	29.0	26.8	10.8	6.9	.0129
SUBURBAN TOTAL	899,627	22,808	26.2	32.7	15.6	8.6	.0304
YORK	**4,723,508**	**25,537**	**22.1**	**32.4**	**18.6**	**11.3**	**.1524**
Adams	761,785	23,955	24.1	33.9	16.6	9.6	.0235
York	3,961,723	25,919	21.6	32.2	19.0	11.6	.1289
• York	445,042	17,335	27.0	26.5	12.0	5.2	.0158
SUBURBAN TOTAL	4,278,466	26,712	21.4	33.3	19.5	12.1	.1366
OTHER COUNTIES							
Armstrong	820,085	21,410	25.1	30.7	15.2	7.3	.0264
Bedford	430,203	18,570	29.8	29.3	10.9	5.8	.0154
Bradford	621,746	20,454	27.1	30.9	13.1	7.1	.0207
Butler	1,608,940	23,748	23.2	33.1	16.8	9.1	.0531
Cameron	61,263	17,800	31.6	27.7	11.7	3.8	.0019
Clarion	402,106	20,239	26.5	28.6	14.9	7.0	.0139
Clearfield	807,760	20,122	27.8	30.1	13.9	6.3	.0301
Clinton	323,476	17,801	31.6	31.0	8.6	3.6	.0128

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Crawford	904,074	21,095	27.2	30.2	14.5	8.0	.0302
Elk	426,026	24,194	23.5	32.3	17.3	10.4	.0131
Forest	42,255	17,050	33.0	28.5	9.3	3.3	.0015
Franklin	1,352,746	24,149	24.7	32.1	17.8	10.1	.0423
Fulton	126,523	18,747	28.8	30.8	11.2	4.3	.0040
Greene	419,599	21,159	24.6	28.6	15.5	8.4	.0137
Huntingdon	359,642	17,979	30.3	29.8	10.2	4.4	.0125
Indiana	890,724	20,772	26.3	30.3	14.2	7.3	.0312
Jefferson	529,048	21,164	26.1	30.4	14.1	8.3	.0170
Juniata	190,495	19,233	30.9	30.0	12.4	5.3	.0060
Lawrence	1,117,021	22,808	23.0	30.2	16.6	9.4	.0363
McKean	510,131	21,274	26.1	30.4	14.2	8.6	.0169
Mifflin	433,851	18,654	27.4	29.3	12.0	5.3	.0149
Montour	197,562	24,380	24.6	31.3	16.8	12.9	.0065
Northumberland	913,531	17,419	31.2	28.5	10.3	3.9	.0323
Pike	248,208	20,617	28.6	28.8	13.2	9.6	.0071
Potter	170,575	19,544	27.4	30.4	12.6	5.8	.0055
Schuylkill	1,565,479	18,808	30.6	29.8	11.4	5.5	.0548
Snyder	350,427	21,497	28.0	34.1	13.4	6.8	.0151
Sullivan	54,085	17,420	34.1	27.3	10.2	4.4	.0020
Susquehanna	402,116	21,025	27.4	30.5	14.5	7.7	.0126
Tioga	369,331	19,072	28.5	29.8	12.1	5.5	.0124
Union	341,103	22,865	26.4	32.3	15.4	9.6	.0113
Venango	656,447	21,891	24.7	33.1	13.9	7.6	.0217
Warren	449,912	19,972	29.0	32.1	12.3	5.5	.0214
Wayne	348,609	17,173	33.1	27.0	10.1	4.7	.0143
TOTAL METRO COUNTIES	**123,423,941**	**24,705**	**22.2**	**28.6**	**17.2**	**13.9**	**4.1324**
TOTAL STATE	**141,869,040**	**23,968**	**23.0**	**28.9**	**16.6**	**12.8**	**4.7633**

RHODE ISLAND

R.I.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1986 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVIDENCE - PAWTUCKET - WOONSOCKET	**894.9**	**.3680**	**34.1**	**12.0**	**16.4**	**17.9**	**30.5**	**328.7**	**5,559,061**	**1,172,167**	**570,448**	**676,114**	**229,582**	**1,042,964**	**227,691**
Bristol	47.6	.0196	35.0	11.7	14.7	19.5	30.5	16.0	190,097	46,572	23,342	6,312	3,451	47,765	7,453
Kent	162.3	.0667	33.8	10.0	17.1	19.6	28.4	58.4	1,269,231	211,453	105,597	310,946	48,093	251,033	42,732
Warwick	89.7	.0369	35.1	9.7	16.4	19.2	31.0	32.6	913,801	121,638	69,227	303,773	37,809	144,459	22,651

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S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Providence	581.3	.2390	34.7	12.1	15.9	17.2	32.3	218.3	3,354,610	751,513	360,987	318,738	149,461	605,447	158,223
Cranston	73.2	.0301	38.3	10.1	15.6	17.9	36.3	27.2	436,419	93,513	48,672	20,986	22,119	75,805	31,829
East Providence	52.1	.0214	36.4	10.5	15.4	17.6	34.2	19.5	370,828	77,686	32,375	22,437	19,578	105,402	18,093
• Pawtucket	73.4	.0302	36.1	11.2	15.5	16.5	34.8	29.7	444,648	96,018	29,282	61,767	15,416	73,736	20,053
• Providence	156.0	.0641	32.6	16.0	16.5	14.8	31.3	61.4	877,811	176,865	112,494	82,984	54,891	156,914	29,830
• Woonsocket	45.4	.0187	34.0	10.5	15.7	15.9	32.5	17.5	308,917	67,522	23,707	39,297	13,861	63,245	13,579
Washington	103.7	.0427	30.8	14.4	18.7	18.3	23.8	36.0	745,123	162,629	80,522	40,116	28,577	138,719	19,283
SUBURBAN TOTAL	620.1	.2550	34.2	11.2	16.4	19.0	29.7	220.1	3,927,685	831,762	404,965	492,066	145,414	749,069	164,229
OTHER COUNTIES															
Newport	85.6	.0352	31.9	12.5	19.0	19.0	25.2	30.3	636,932	95,183	107,230	41,105	18,347	177,955	20,286
TOTAL METRO COUNTIES	**894.9**	**.3680**	**34.1**	**12.0**	**16.4**	**17.9**	**30.5**	**328.7**	**5,559,061**	**1,172,167**	**570,448**	**676,114**	**229,582**	**1,042,964**	**227,691**
TOTAL STATE	**980.5**	**.4032**	**33.8**	**12.0**	**16.6**	**18.0**	**30.1**	**359.0**	**6,195,993**	**1,267,350**	**677,678**	**717,219**	**247,929**	**1,220,919**	**247,977**

R.I.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
PROVIDENCE - PAWTUCKET - WOONSOCKET	**11,263,987**	**25,640**	**21.2**	**27.1**	**17.5**	**16.3**	**.3755**
Bristol	594,504	27,215	21.1	29.1	16.5	18.8	.0177
Kent	2,214,102	30,127	17.6	28.4	20.9	19.9	.0763
Warwick	1,252,785	30,786	17.1	28.5	21.1	20.5	.0470
Providence	7,127,006	23,787	22.3	26.3	16.5	14.7	.2355
Cranston	1,005,013	27,994	20.0	27.5	18.7	18.8	.0317
East Providence	667,485	27,076	21.1	27.9	20.2	15.7	.0230
• Pawtucket	873,329	22,265	23.6	27.8	15.7	11.4	.0297
• Providence	1,761,198	18,325	25.7	23.6	11.9	10.9	.0602
• Woonsocket	493,763	20,853	23.7	25.9	15.0	10.7	.0183
Washington	1,328,375	28,240	20.3	29.9	18.6	18.4	.0460
SUBURBAN TOTAL	8,135,697	28,684	19.3	28.2	19.5	18.9	.2673
OTHER COUNTIES							
Newport	1,209,002	29,311	19.1	26.2	19.4	21.6	.0402
TOTAL METRO COUNTIES	**11,263,987**	**25,640**	**21.2**	**27.1**	**17.5**	**16.3**	**.3755**
TOTAL STATE	**12,472,989**	**25,936**	**21.0**	**27.1**	**17.7**	**16.7**	**.4157**

SOUTH CAROLINA

S.C.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**146.6**	**.0603**	**33.0**	**10.2**	**16.6**	**20.8**	**25.9**	**54.9**	**721,378**	**160,114**	**56,270**	**81,945**	**40,192**	**166,045**	**29,157**
Anderson	146.6	.0603	33.0	10.2	16.6	20.8	25.9	54.9	721,378	160,114	56,270	81,945	40,192	166,045	29,157
• Anderson	28.6	.0118	34.8	12.0	14.7	16.6	33.1	11.5	448,889	81,899	38,989	56,814	21,068	101,898	18,350
SUBURBAN TOTAL	118.0	.0485	32.6	9.7	17.3	21.8	24.1	43.4	272,489	78,215	17,281	25,131	19,124	64,147	10,807
CHARLESTON	**493.7**	**.2030**	**28.4**	**14.9**	**19.4**	**18.8**	**18.4**	**169.5**	**2,725,820**	**579,678**	**283,298**	**294,592**	**152,455**	**739,197**	**70,161**
Berkeley	127.7	.0525	27.3	12.6	20.0	20.0	14.5	42.2	277,327	79,390	23,195	22,714	11,377	70,445	12,036
Charleston	288.0	.1184	28.7	17.0	19.4	17.5	20.4	101.0	2,162,874	413,595	239,746	252,890	130,210	592,446	43,897
• Charleston	66.3	.0273	31.3	16.6	17.4	15.6	27.9	25.9	993,710	168,568	122,104	102,767	55,531	320,523	16,530
North Charleston	66.9	.0275	24.5	27.7	21.7	14.0	12.3	20.7	643,511	110,805	74,286	91,952	46,387	163,680	6,822
Dorchester	78.0	.0321	29.2	10.6	19.4	21.8	16.8	26.3	285,619	86,693	20,357	18,988	10,868	76,306	14,228
SUBURBAN TOTAL	427.4	.1757	28.0	14.6	19.9	19.3	16.8	143.6	1,732,110	411,110	161,194	191,825	96,924	418,674	53,631
CHARLOTTE - GASTONIA - ROCK HILL	**1,071.6**	**.4407**	**32.1**	**11.1**	**18.2**	**20.7**	**24.0**	**398.6**	**7,099,408**	**1,525,096**	**596,393**	**717,406**	**382,247**	**1,928,884**	**220,118**
York	123.0	.0506	30.9	11.8	17.5	20.4	22.4	43.1	672,659	183,040	63,102	52,680	30,529	166,648	27,160
• Rock Hill	40.4	.0166	29.7	16.0	17.0	16.4	24.6	14.3	407,368	97,522	41,599	46,738	21,895	69,108	17,320
Cabarrus, N. C.	*94.1*	*.0387*	*34.3*	*9.8*	*16.2*	*20.9*	*27.9*	*34.7*	*569,137*	*122,233*	*39,096*	*63,177*	*30,018*	*163,659*	*19,109*
• *Kannapolis*	*33.1*	*.0136*	*35.6*	*10.2*	*14.8*	*18.4*	*32.3*	*12.9*	*222,489*	*48,875*	*14,899*	*49,318*	*15,201*	*33,745*	*7,495*
Gaston, N. C.	*173.8*	*.0714*	*32.5*	*10.2*	*17.3*	*20.4*	*25.2*	*62.9*	*974,484*	*234,934*	*74,950*	*145,695*	*35,200*	*238,995*	*41,430*
• *Gastonia*	*55.2*	*.0227*	*33.7*	*9.8*	*16.6*	*18.9*	*29.0*	*20.9*	*679,639*	*137,477*	*50,794*	*128,018*	*26,124*	*178,406*	*26,117*
Lincoln, N. C.	*47.6*	*.0196*	*32.7*	*9.7*	*17.4*	*21.6*	*24.3*	*17.4*	*170,795*	*43,267*	*12,862*	*15,213*	*6,838*	*43,163*	*8,817*
Mecklenburg, N. C.	*447.9*	*.1842*	*31.4*	*11.8*	*19.9*	*21.0*	*21.9*	*173.5*	*3,695,771*	*609,614*	*348,382*	*358,612*	*244,601*	*1,077,277*	*91,430*
• *Charlotte*	*348.0*	*.1431*	*31.3*	*11.7*	*20.5*	*20.1*	*22.3*	*138.1*	*3,276,671*	*470,808*	*308,383*	*325,744*	*223,512*	*1,033,220*	*80,698*
Rowan, N. C.	*104.7*	*.0431*	*35.0*	*10.5*	*15.9*	*19.4*	*30.6*	*39.8*	*656,449*	*236,906*	*38,128*	*40,730*	*24,173*	*143,031*	*22,145*
Union, N. C.	*80.5*	*.0331*	*31.0*	*10.9*	*17.2*	*21.3*	*21.8*	*27.2*	*360,113*	*95,102*	*19,873*	*41,299*	*10,888*	*96,111*	*10,027*
SUBURBAN TOTAL	594.9	.2447	32.5	10.6	17.1	21.7	24.0	212.4	2,513,241	770,414	180,718	167,588	95,515	614,405	88,488
COLUMBIA	**449.0**	**.1847**	**29.6**	**14.9**	**20.2**	**19.3**	**19.7**	**160.9**	**2,661,318**	**466,725**	**270,096**	**341,732**	**125,364**	**664,224**	**74,306**
Lexington	167.3	.0688	30.7	10.7	19.4	22.5	19.2	61.4	742,491	202,823	76,247	44,122	24,354	157,222	29,905
Richland	281.7	.1159	28.9	17.3	20.7	17.4	20.0	99.5	1,918,827	263,902	193,849	297,610	101,010	507,002	44,401
• Columbia	98.7	.0406	28.0	25.0	19.5	13.2	23.1	33.0	895,785	150,493	93,180	87,294	56,669	241,038	27,061
SUBURBAN TOTAL	350.3	.1441	30.0	12.0	20.5	21.1	18.7	127.9	1,765,533	316,232	176,916	254,438	68,695	423,186	47,245
FLORENCE	**120.6**	**.0495**	**30.1**	**11.2**	**18.1**	**19.5**	**21.7**	**42.0**	**720,836**	**136,560**	**50,504**	**88,812**	**31,932**	**188,525**	**23,969**
Florence	120.6	.0495	30.1	11.2	18.1	19.5	21.7	42.0	720,836	136,560	50,504	88,812	31,932	188,525	23,969
• Florence	33.0	.0136	31.1	10.9	18.3	17.7	25.1	12.3	482,225	84,645	40,967	67,064	22,141	136,481	16,710
SUBURBAN TOTAL	87.6	.0359	29.8	11.3	17.9	20.2	20.4	29.7	238,611	51,915	9,537	21,748	9,791	,044	7,259

S.C. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
GREENVILLE - SPARTANBURG	**616.7**	**.2535**	**31.9**	**12.3**	**17.5**	**20.5**	**24.1**	**229.8**	**3,673,331**	**770,146**	**324,804**	**443,519**	**207,260**	**839,709**	**119,032**
Greenville	312.0	.1283	31.9	11.8	18.0	20.6	23.9	118.3	2,134,205	395,586	183,206	298,669	139,095	493,140	57,146
• Greenville	59.0	.0243	32.5	14.8	17.5	15.9	29.7	24.2	1,044,426	123,282	84,438	207,135	85,726	298,292	22,704
Pickens	87.6	.0360	29.6	18.3	16.6	19.3	21.7	30.6	363,405	80,425	43,107	30,141	12,087	83,692	17,707
Spartanburg	217.1	.0892	32.7	10.5	17.4	20.7	25.4	80.9	1,175,721	294,135	98,491	114,709	56,078	262,877	44,179
• Spartanburg	45.7	.0188	32.8	12.6	17.2	16.9	29.3	18.0	610,321	104,457	53,350	66,639	31,324	167,905	26,586
SUBURBAN TOTAL	512.0	.2104	31.7	11.9	17.6	21.3	23.0	187.6	2,018,584	542,407	187,016	169,745	90,210	373,512	69,742
OTHER COUNTIES															
Abbeville	23.5	.0096	32.5	11.3	15.8	18.2	27.8	8.6	52,561	23,501	3,842	4,803	997	6,729	3,932
☐ Aiken	119.3	.0491	31.9	10.4	16.7	20.1	24.6	44.9	545,850	134,184	38,691	63,936	13,558	123,206	27,833
Allendale	11.2	.0046	30.4	9.7	16.7	16.2	26.1	3.8	30,033	12,045	1,151	165	1,227	7,556	719
Bamberg	16.3	.0075	29.5	13.6	15.2	16.4	25.2	6.1	51,807	18,122	3,750	3,320	3,186	7,729	3,562
Barnwell	21.4	.0088	30.3	9.9	16.8	17.6	24.4	7.5	60,563	24,802	3,902	2,239	2,952	9,838	3,735
Beaufort	78.4	.0322	27.5	18.4	18.8	14.7	21.2	28.1	607,090	132,090	74,937	28,679	56,561	133,984	11,414
Calhoun	13.1	.0054	31.0	10.7	16.2	17.7	25.8	4.5	18,840	6,518	430	193	738	5,056	657
Cherokee	42.8	.0176	32.0	9.8	16.9	20.0	25.0	15.1	184,508	53,068	16,619	23,011	7,300	27,065	8,487
Chester	31.4	.0129	32.4	9.9	15.6	18.6	27.3	10.9	116,037	36,207	9,388	9,069	3,631	24,565	8,164
Chesterfield	39.8	.0164	31.3	9.9	16.9	18.9	24.8	14.5	141,648	38,483	7,277	11,208	6,158	24,740	8,016
Clarendon	28.8	.0118	30.0	11.1	16.2	16.7	25.2	9.7	90,449	15,790	6,124	4,723	3,860	25,163	4,195
Colleton	35.1	.0145	31.4	9.8	16.2	18.5	25.6	12.3	159,474	39,439	13,756	9,523	13,289	18,907	8,438
Darlington	66.2	.0272	30.3	10.2	17.5	18.8	22.9	23.0	251,192	51,094	16,877	19,431	9,195	71,960	13,827
Dillon	32.4	.0133	28.6	10.7	15.9	16.8	23.0	10.5	158,440	32,967	16,135	11,130	8,380	27,823	7,264
Edgefield	18.0	.0074	30.7	10.4	17.0	18.3	24.5	6.1	57,462	13,025	1,481	651	1,957	29,231	1,408
Fairfield	21.1	.0087	30.8	10.6	16.0	16.7	26.6	6.8	52,378	14,464	3,332	4,930	1,475	9,918	3,608
Georgetown	48.0	.0198	29.5	10.5	17.0	17.6	23.1	16.5	300,750	78,367	35,990	17,463	17,397	79,085	8,176
Greenwood	61.7	.0253	32.9	10.7	16.6	19.8	26.6	23.0	367,895	73,908	26,880	42,425	18,061	66,542	14,227
Hampton	19.1	.0079	30.7	9.6	16.3	17.3	25.7	6.8	80,854	22,442	2,706	3,924	3,444	18,284	3,126
Horry	131.3	.0540	30.9	11.8	17.8	19.4	23.3	49.5	1,212,613	243,781	182,219	114,661	95,931	251,896	32,902
Jasper	16.0	.0066	29.4	10.3	15.5	17.8	23.5	5.5	82,192	15,134	6,957	1,193	5,182	9,582	1,793
Kershaw	42.8	.0176	31.6	10.0	17.0	19.7	24.5	15.8	230,695	52,420	16,662	22,472	9,116	67,880	8,945
Lancaster	57.7	.0237	31.6	10.2	17.2	20.3	23.8	20.4	235,237	61,947	15,960	22,066	24,313	34,356	9,073
Laurens	54.3	.0223	32.9	10.8	16.4	19.7	26.8	18.7	205,100	59,248	9,233	24,297	6,498	50,521	10,935
Lee	18.9	.0078	28.8	11.7	15.7	16.7	23.5	5.9	55,258	11,153	3,494	2,620	3,689	16,506	210
McCormick	7.8	.0032	30.6	10.7	15.6	16.9	26.3	2.5	11,477	4,419	639	674	738	1,363	1,033
Marion	35.4	.0145	29.9	10.1	17.1	17.1	24.1	12.0	127,684	35,621	7,010	8,163	6,693	25,779	9,510
Marlboro	32.5	.0134	29.8	10.3	15.7	17.5	24.4	10.6	88,953	28,595	6,310	4,941	3,073	21,535	4,046
Newberry	32.1	.0132	34.7	10.7	15.0	18.5	31.0	12.3	148,182	37,595	10,186	15,244	9,342	32,919	5,998
Oconee	53.4	.0219	33.0	10.0	16.8	21.4	25.2	20.8	204,377	48,581	13,471	13,938	9,798	55,478	10,264
Orangeburg	90.4	.0372	29.6	13.2	16.0	17.3	24.1	30.7	383,890	73,047	29,390	32,217	21,086	96,270	15,524
Saluda	17.3	.0071	33.2	9.7	15.1	18.8	28.4	6.1	51,511	16,383	1,713	1,735	2,968	11,202	2,564
Sumter	96.1	.0395	28.3	13.4	17.6	18.8	19.4	32.1	481,727	81,790	30,270	40,725	20,967	131,834	10,992
Union	31.0	.0128	33.4	10.1	16.1	19.6	27.8	11.2	132,613	39,661	8,411	10,231	5,592	19,159	9,478
Williamsburg	40.2	.0165	28.7	10.4	16.4	16.1	23.6	12.9	115,621	34,028	4,500	5,943	7,804	27,672	4,515
TOTAL METRO COUNTIES	**2,068.9**	**.8507**	**30.4**	**12.1**	**18.6**	**19.8**	**21.6**	**745.1**	**11,721,192**	**2,430,447**	**1,086,765**	**1,367,216**	**601,290**	**2,887,554**	**371,618**
TOTAL STATE	**3,436.4**	**1.4129**	**30.5**	**12.4**	**17.8**	**19.2**	**22.8**	**1,225.9**	**18,270,303**	**3,960,182**	**1,677,767**	**1,885,223**	**993,888**	**4,335,681**	**622,355**

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

SOUTH CAROLINA
Greenville County
Spartanburg County
Pickens County
GREENVILLE
SPARTANBURG

SOUTH CAROLINA'S #1 MARKET

Spartanburg, with one of the largest concentrations of foreign-owned businesses in the U.S., is a unique part of the Greenville-Spartanburg metro, the nation's 78th-largest. The **Spartanburg Herald-Journal** gets results in South Carolina's number one market.

Greenville/ Spartanburg metro	Potential	Ranking
Effective buying income	$6.3-Billion	#1
Total retail sales	$3.7-Billion	#1
Food sales	$770-Million	#1
General merchandise sales	$444-Million	#1
Auto sales	$840-Million	#1

Spartanburg Herald-Journal
803-582-4511

Represented nationally by:

Sawyer-Ferguson-Walker Co.

THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

Source: Sales & Marketing Management, 1987 Survey of Buying Power

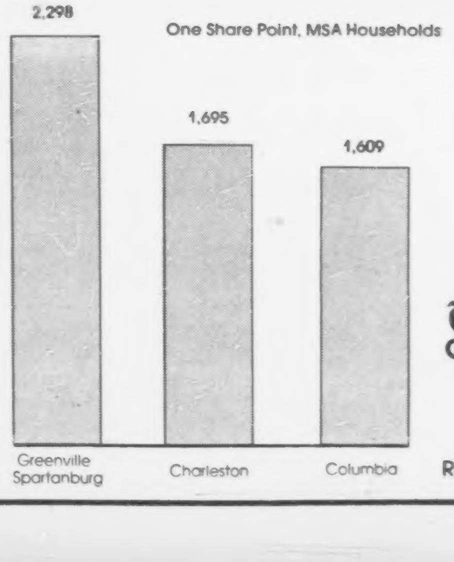
S.C.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANDERSON	**1,437,072**	**21,148**	**25.4**	**31.8**	**13.9**	**7.2**	**.0508**
Anderson	1,437,072	21,148	25.4	31.8	13.9	7.2	.0508
• Anderson	277,622	17,118	28.1	25.4	9.8	7.5	.0161
SUBURBAN TOTAL	1,159,450	22,177	24.7	33.5	15.0	7.1	.0347
CHARLESTON	**4,726,068**	**20,700**	**27.0**	**28.7**	**14.3**	**8.7**	**.1752**
Berkeley	1,107,219	21,368	27.6	31.8	15.1	6.6	.0347
Charleston	2,902,753	19,974	27.2	26.7	13.6	9.7	.1163
• Charleston	709,297	18,015	26.1	23.5	10.9	11.1	.0375
North Charleston	635,490	17,381	33.5	26.9	10.5	4.5	.0292
Dorchester	716,096	22,425	24.9	31.6	15.8	8.1	.0242
SUBURBAN TOTAL	4,016,771	21,143	27.2	29.7	14.9	8.2	.1377
CHARLOTTE - GASTONIA - ROCK HILL	**12,581,192**	**24,484**	**23.5**	**30.3**	**17.4**	**12.4**	**.4433**
York	1,320,321	24,675	22.6	30.8	18.0	11.7	.0459
• Rock Hill	389,689	20,985	26.1	28.9	15.0	8.4	.0181
Cabarrus, N. C.	*1,065,792*	*24,432*	*23.7*	*31.0*	*17.8*	*11.0*	*.0371*
• Kannapolis	*355,189*	*22,035*	*26.3*	*31.9*	*15.1*	*7.9*	*.0132*
Gaston, N. C.	*1,946,549*	*24,465*	*23.2*	*31.7*	*17.9*	*11.0*	*.0668*
• Gastonia	*638,119*	*22,473*	*24.8*	*27.9*	*15.1*	*12.3*	*.0291*
Lincoln, N. C.	*516,123*	*23,980*	*23.4*	*34.1*	*16.7*	*9.9*	*.0160*
Mecklenburg, N. C.	*5,791,131*	*25,332*	*23.0*	*28.2*	*17.8*	*15.1*	*.2090*
• Charlotte	*4,474,716*	*24,129*	*24.1*	*28.4*	*16.4*	*14.4*	*.1703*
Rowan, N. C.	*1,137,317*	*22,507*	*25.7*	*33.0*	*15.3*	*8.2*	*.0411*
Union, N. C.	*803,959*	*23,220*	*24.3*	*32.5*	*16.6*	*8.7*	*.0274*
SUBURBAN TOTAL	6,723,479	25,301	22.5	31.8	18.7	11.6	.2126
COLUMBIA	**5,284,369**	**24,549**	**23.9**	**28.3**	**17.4**	**14.0**	**.1797**
Lexington	1,922,779	25,765	23.0	30.0	19.5	12.7	.0612
Richland	3,361,590	23,801	24.4	27.4	16.1	14.7	.1185
• Columbia	1,080,981	18,918	28.0	23.3	12.0	12.3	.0445
SUBURBAN TOTAL	4,203,388	26,095	22.8	29.7	18.8	14.4	.1352
FLORENCE	**1,047,148**	**18,779**	**27.2**	**27.6**	**11.9**	**7.3**	**.0422**
Florence	1,047,148	18,779	27.2	27.6	11.9	7.3	.0422
• Florence	325,470	19,289	27.0	27.3	11.6	9.3	.0180
SUBURBAN TOTAL	721,678	18,579	27.2	27.8	12.0	6.5	.0242
GREENVILLE - SPARTANBURG	**6,253,851**	**20,906**	**26.1**	**29.7**	**14.0**	**8.4**	**.2300**
Greenville	3,158,206	20,519	26.7	29.6	13.5	8.1	.1219
• Greenville	603,209	16,189	29.4	23.0	8.9	8.2	.0362
Pickens	900,294	22,747	25.0	31.2	15.5	9.8	.0296
Spartanburg	2,195,351	20,754	25.7	29.4	14.2	8.3	.0785
• Spartanburg	463,968	17,668	27.0	23.9	11.3	9.0	.0239
SUBURBAN TOTAL	5,186,674	21,883	25.6	31.1	15.0	8.3	.1699
OTHER COUNTIES							
Abbeville	204,507	19,081	26.4	30.2	12.0	5.2	.0063
☐ Aiken	1,311,604	23,045	23.2	28.7	16.8	11.4	.0429
Allendale	73,458	13,046	28.6	19.3	8.5	4.2	.0029
Bamberg	139,981	15,905	30.2	23.9	10.1	6.0	.0048
Barnwell	173,083	16,884	28.6	23.9	12.3	5.6	.0060
Beaufort	1,054,693	23,875	24.1	28.4	14.5	16.0	.0364
Calhoun	94,116	15,963	28.2	26.0	9.1	4.7	.0031
Cherokee	353,010	18,880	27.8	30.7	11.3	5.0	.0131
Chester	253,333	18,288	28.0	28.2	12.9	4.8	.0093
Chesterfield	319,785	16,613	30.1	25.5	9.8	5.0	.0116
Clarendon	199,890	15,214	29.9	23.3	9.0	4.6	.0074
Colleton	246,693	14,995	30.2	24.5	8.1	3.9	.0103
Darlington	546,561	17,852	26.5	25.4	12.3	7.0	.0198
Dillon	222,418	15,344	29.5	24.7	8.1	5.2	.0095
Edgefield	123,013	14,768	27.8	24.3	9.4	3.4	.0047
Fairfield	148,040	17,280	26.4	28.0	10.9	4.3	.0054
Georgetown	347,289	16,062	26.8	26.9	8.5	4.8	.0158
Greenwood	589,599	19,587	27.4	27.8	13.6	7.5	.0224
Hampton	134,088	13,547	27.2	22.1	6.5	5.0	.0056
Horry	1,372,521	20,372	28.5	28.6	12.6	9.8	.0584
Jasper	117,835	15,614	26.9	23.0	10.3	5.5	.0050
Kershaw	407,063	20,010	24.9	28.6	13.4	8.0	.0151
Lancaster	565,477	22,826	24.3	31.7	16.3	8.7	.0190
Laurens	501,568	21,599	25.2	31.6	14.9	7.3	.0170
Lee	123,060	15,514	29.0	25.0	8.9	3.8	.0046
McCormick	59,808	18,519	25.4	26.9	13.8	6.2	.0019
Marion	248,218	15,193	31.1	24.1	8.6	4.3	.0097
Marlboro	227,303	16,245	28.1	27.9	8.4	4.3	.0083
Newberry	323,819	20,721	24.1	29.8	14.0	7.8	.0110
Oconee	529,731	20,023	26.7	30.7	12.9	6.5	.0174
Orangeburg	702,034	16,004	27.1	23.5	10.9	6.2	.0271
Saluda	136,237	17,494	26.8	28.9	10.0	4.3	.0049
Sumter	812,797	18,465	29.1	26.5	12.3	7.3	.0312
Union	253,607	18,885	28.1	32.3	11.0	3.6	.0096
Williamsburg	279,533	17,145	28.7	28.5	8.7	4.8	.0104
TOTAL METRO COUNTIES	**21,380,433**	**21,809**	**25.4**	**29.3**	**15.1**	**9.9**	**.7667**
TOTAL STATE	**33,264,601**	**20,419**	**26.2**	**28.6**	**13.8**	**8.7**	**1.2117**

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC !ndustries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

Greenville/Spartanburg



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SOUTH DAKOTA

S.D. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
RAPID CITY	**77.3**	**.0318**	**28.8**	**14.9**	**19.0**	**17.9**	**20.2**	**29.2**	**627,505**	**114,598**	**54,706**	**97,214**	**31,256**	**161,325**	**16,814**
Pennington	77.3	.0318	28.8	14.9	19.0	17.9	20.2	29.2	627,505	114,598	54,706	97,214	31,256	161,325	16,814
• Rapid City	54.6	.0224	29.5	15.4	18.7	17.8	21.9	20.5	590,746	114,278	49,341	95,827	29,158	160,266	15,521
SUBURBAN TOTAL	22.7	.0094	27.0	13.5	20.0	18.1	16.0	8.7	36,759	320	5,365	1,387	2,098	1,059	1,293
SIOUX FALLS	**125.2**	**.0515**	**30.7**	**12.9**	**18.7**	**17.7**	**24.2**	**48.7**	**907,399**	**149,122**	**75,062**	**129,818**	**44,931**	**237,964**	**41,244**
Minnehaha	125.2	.0515	30.7	12.9	18.7	17.7	24.2	48.7	907,399	149,122	75,062	129,818	44,931	237,964	41,244
• Sioux Falls	95.7	.0393	30.9	14.2	18.8	17.2	25.0	38.4	830,845	140,850	71,489	128,152	37,534	225,787	40,133
SUBURBAN TOTAL	29.5	.0122	30.0	8.7	18.3	19.5	21.4	10.3	76,554	8,272	3,573	1,666	7,397	12,177	1,111
OTHER COUNTIES															
Aurora	3.3	.0013	37.4	7.6	12.0	16.8	36.0	1.1	7,102	1,382	1,031	268	218	2,188	
Beadle	17.9	.0074	34.5	10.3	15.3	17.2	32.0	7.3	113,669	20,647	10,577	11,025	6,512	27,308	2,520
Bennett	3.3	.0014	29.2	9.2	15.1	16.8	24.5	1.0	22,128	5,326	905	281	245	9,056	184
Bon Homme	7.8	.0032	36.4	12.0	12.3	15.3	36.2	3.0	33,707	9,809	2,319	264	528	6,383	845
Brookings	25.3	.0104	26.4	26.2	15.6	13.7	22.8	8.7	132,587	38,749	13,422	8,723	4,275	23,936	4,292
Brown	36.9	.0151	31.2	13.8	16.2	16.9	26.9	14.2	259,427	44,935	25,369	31,574	12,996	68,661	9,549
Brule	5.	.0022	34.1	7.9	14.4	17.1	31.6	2.0	42,216	3,560	2,529	174	373	17,888	2,661
Buffalo	1.8	.0008	22.2	11.2	12.9	16.6	16.0	.4	2,593	1,359					
Butte	8.4	.0034	33.0	9.2	16.1	17.1	29.6	3.3	50,362	10,905	3,872	3,080	359	18,334	1,455
Campbell	2.1	.0009	40.7	[illegible]	11.5	19.6	37.7	.8	10,636	1,699	581		126	5,759	
Charles Mix	9.7	.0040	33.5	8.3	[illegible]	17.3	30.7	3.3	39,008	11,944	3,143	303	1,149	8,406	857
Clark	4.9	.0020	39.5	7.0	12.8	16.7	38.2	1.9	14,819	1,765	1,279		475	5,251	1,375
Clay	13.3	.0055	24.9	29.9	16.1	13.2	20.3	4.8	47,540	10,617	7,939	2,009	1,486	10,325	2,395
Codington	22.5	.0092	32.0	11.6	15.8	16.7	28.5	8.6	170,309	36,308	10,183	13,958	7,648	36,165	6,102
Corson	5.1	.0021	26.3	11.5	13.3	17.4	21.0	1.5	6,651	2,041	758	915	146	154	203
Custer	7.1	.0029	32.9	8.6	18.1	19.5	26.7	2.7	26,538	7,997	3,546	757	250	3,563	1,120
Davison	17.8	.0073	32.5	12.7	15.3	15.6	30.6	6.7	145,869	25,072	18,368	13,464	7,455	29,462	1,673
Day	8.0	.0033	38.4	7.4	12.8	15.0	38.3	3.0	26,681	5,382	1,939	1,335	620	7,392	1,049
Deuel	5.1	.0021	37.1	8.1	12.4	17.3	35.2	1.9	13,958	2,257	1,513	1,011	543	5,059	275
Dewey	5.8	.0024	25.8	10.9	13.9	16.3	21.0	1.5	20,241	7,100	2,144	2,199	543	1,491	1,432
Douglas	4.2	.0017	36.1	9.0	11.5	16.7	34.5	1.4	10,597	2,877	1,200	262	407	2,423	191
Edmunds	5.2	.0022	38.2	6.6	11.6	17.2	36.6	1.8	25,244	4,826	1,311		1,303	9,178	613
Fall River	8.5	.0035	36.7	7.8	15.0	16.2	35.7	3.3	35,372	9,506	3,245	1,187	1,163	1,789	1,642
Faulk	2.9	.0012	38.5	6.7	12.4	17.9	36.1	1.2	7,804	1,274	537	1,753	141	621	241
Grant	9.1	.0037	33.6	8.5	14.4	16.5	31.5	3.2	44,992	6,602	2,541	678	2,905	18,185	1,740
Gregory	5.7	.0023	37.0	8.2	13.1	16.1	36.1	2.1	26,602	6,769	2,032	673	1,186	7,515	910
Haakon	3.0	.0013	30.0	10.0	16.0	15.5	26.5	1.0	19,197	2,508	1,340	1,180	397	9,029	1,390
Hamlin	5.3	.0022	39.7	6.8	11.6	14.9	39.9	1.9	17,378	2,795	1,556		218	424	510
Hand	4.6	.0019	37.5	7.4	13.1	17.8	35.2	1.8	20,901	6,842	1,598	1,855	460	3,058	2,501
Hanson	3.4	.0014	34.4	8.0	11.9	17.8	31.5	1.1	4,030	782	474		394	433	
Harding	1.9	.0007	32.5	9.9	16.3	17.3	28.7	.6	4,001	589	748			130	179
Hughes	15.4	.0064	31.0	9.1	19.4	19.6	22.7	6.1	99,578	18,236	6,564	9,161	4,058	33,094	2,837
Hutchinson	8.8	.0036	40.9	6.8	12.3	16.2	40.2	3.3	38,579	9,171	2,550	1,295	481	4,974	8,481
Hyde	2.0	.0008	38.2	7.6	11.5	17.8	35.8	.8	7,474	2,141	88		202	1,758	174
Jackson	4.1	.0017	20.3	8.6	14.4	17.4	23.0	1.2	16,302	2,058	957		157	281	
Jerauld	3.0	.0012	38.6	6.6	13.0	16.9	37.6	1.1	17,037	4,048	845	845		7,005	708
Jones	1.5	.0006	35.2	7.5	14.3	18.5	31.7	.6	21,234	4,294	790		795	7,737	
Kingsbury	6.4	.0027	41.0	7.5	12.1	16.2	40.2	2.6	20,526	6,551	1,895	850	1,599	1,800	1,023
Lake	11.1	.0045	33.6	13.5	14.2	14.4	33.6	4.2	51,182	6,051	4,626	2,033	2,291	23,647	1,708
Lawrence	19.5	.0081	30.8	15.1	16.6	15.5	27.5	7.8	89,002	24,954	11,508	3,808	2,532	23,928	2,347
Lincoln	15.2	.0062	33.0	8.6	16.1	17.4	29.3	5.2	32,689	10,366	2,985	827	2,323	2,863	1,418
Lyman	3.9	.0016	30.5	9.3	14.2	17.2	26.4	1.3	16,725	8,875	1,518			126	915
McCook	6.1	.0025	37.4	7.4	12.2	16.1	36.6	2.3	23,597	2,864	1,627	610	207	7,969	283
McPherson	3.6	.0015	42.9	6.8	11.0	17.3	41.7	1.5	9,200	2,095	1,108	200	305	560	604
Marshall	5.0	.0021	38.3	6.9	12.3	18.5	36.0	2.0	16,682	3,496	1,560	666	473	3,639	632
Meade	23.3	.0095	28.0	12.9	20.2	17.5	18.4	7.8	56,031	11,712	5,528	1,775	343	17,783	2,490
Mellette	2.4	.0010	28.4	10.5	14.0	16.6	24.2	.7	801	152	37	384			57
Miner	3.4	.0014	42.6	7.1	11.4	13.6	43.1	1.4	12,387	1,732	1,700	364	88	1,682	368
Moody	6.8	.0028	35.0	7.6	14.1	17.1	32.9	2.4	10,441	2,320	1,099	520	115	2,455	192
Perkins	4.9	.0020	36.0	8.9	14.1	17.9	33.3	1.8	20,905	5,788	899	846	135	3,699	903
Potter	3.6	.0015	36.7	6.9	13.1	17.5	34.6	1.3	15,689	3,849	914	165	159	3,808	706
Roberts	11.0	.0045	34.8	7.7	12.6	16.3	33.4	3.8	36,245	5,776	3,991	6,171	939	7,212	1,164
Sanborn	3.1	.0013	38.5	8.7	13.0	16.6	36.9	1.2	7,931	901	833		121	2,935	
Shannon	12.8	.0052	20.9	12.2	15.2	14.2	13.5	2.5	7,636	3,625	660		76	143	
Spink	8.8	.0036	36.2	9.2	14.4	17.5	33.9	3.3	35,337	8,247	3,998	728	382	10,696	1,009
Stanley	2.6	.0011	29.8	10.2	18.0	18.8	21.8	.9	11,937	6,492	1,734				
Sully	1.9	.0008	33.4	8.8	13.9	21.2	26.6	.7	17,457	1,109	1,110			12,368	254
Todd	7.6	.0031	23.3	10.4	17.1	15.1	15.2	1.9	15,476	6,973	419	1,489		1,043	
Tripp	7.1	.0029	34.2	9.0	13.3	17.3	31.6	2.7	44,787	8,300	2,027	5,120	2,050	14,269	679
Turner	9.2	.0038	40.1	7.0	13.3	16.6	39.1	3.5	20,485	4,084	1,687	395	250	6,311	1,067
Union	11.2	.0046	32.6	9.0	16.4	16.1	29.9	4.1	22,955	6,493	2,593	109	698	2,226	349
Walworth	6.5	.0027	36.6	7.9	13.7	17.8	34.2	2.7	49,429	8,537	4,081	3,723	1,259	13,294	2,063
Yankton	19.1	.0079	32.3	12.6	16.3	17.2	28.3	7.1	177,314	34,691	10,644	19,454	5,361	26,508	5,285
Ziebach	2.5	.0010	23.9	10.6	13.0	16.9	18.4	.6	2,416	890	212			109	199
TOTAL METRO COUNTIES	**202.5**	**.0833**	**29.9**	**13.7**	**18.8**	**17.8**	**22.7**	**77.9**	**1,534,904**	**263,720**	**129,768**	**227,032**	**76,187**	**399,289**	**58,058**
TOTAL STATE	**721.1**	**.2965**	**31.5**	**12.0**	**16.1**	**16.9**	**27.5**	**265.4**	**3,962,529**	**784,815**	**340,554**	**387,498**	**158,107**	**984,777**	**143,877**

S.D.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
RAPID CITY	**949,021**	**22,198**	**27.2**	**27.3**	**14.7**	**12.9**	**.0350**
Pennington	949,021	22,198	27.2	27.3	14.7	12.9	.0350
• Rapid City	680,395	23,271	24.9	27.6	15.1	14.0	.0279
SUBURBAN TOTAL	268,626	20,149	32.8	26.2	13.8	10.3	.0071
SIOUX FALLS	**1,724,461**	**26,086**	**22.6**	**28.1**	**19.3**	**14.2**	**.0577**
Minnehaha	1,724,461	26,086	22.6	28.1	19.3	14.2	.0577
• Sioux Falls	1,366,694	25,626	23.1	27.3	18.8	14.5	.0477
SUBURBAN TOTAL	357,767	27,567	20.7	31.3	21.1	13.0	.0100
OTHER COUNTIES							
Aurora	19,116	11,900	34.4	17.4	4.4	2.4	.0006
Beadle	198,016	19,020	25.0	26.3	13.8	7.9	.0072
Bennett	16,837	11,103	30.8	15.2	5.5	3.2	.0010
Bon Homme	59,172	13,505	29.1	24.2	5.2	3.0	.0023
Brookings	256,345	19,995	26.3	27.4	13.2	9.4	.0090
Brown	424,544	20,917	26.8	28.3	14.8	9.0	.0155
Brule	44,740	16,323	31.4	23.4	10.3	4.4	.0021
Buffalo	6,567	11,882	34.7	18.3	5.0	.5	.0002
Butte	86,399	18,294	28.1	29.6	9.1	7.1	.0033
Campbell	12,516	10,818	31.8	17.4	2.1	2.1	.0006
Charles Mix	61,933	12,883	31.4	19.9	6.2	2.6	.0026
Clark	40,487	14,717	29.0	24.4	7.2	4.4	.0014
Clay	155,840	19,301	28.3	21.0	14.2	13.1	.0046
Codington	253,990	20,713	26.9	28.3	13.1	10.2	.0096
Corson	26,976	11,170	25.4	17.3	8.0	3.1	.0010
Custer	81,533	22,785	25.2	31.3	16.8	8.2	.0025
Davison	179,264	18,613	27.5	27.1	13.7	6.0	.0074
Day	70,869	16,012	31.0	24.7	8.7	6.0	.0025
Deuel	43,636	15,510	28.7	23.3	9.4	5.9	.0014
Dewey	34,695	15,175	28.5	23.4	9.0	5.2	.0015
Douglas	24,557	12,481	33.4	17.6	5.4	1.9	.0009
Edmunds	32,132	11,932	31.0	20.1	4.3	2.8	.0014
Fall River	105,429	21,970	21.4	27.9	15.5	10.7	.0032
Faulk	22,622	12,739	31.0	18.8	6.8	3.1	.0009
Grant	91,936	20,909	26.8	29.6	13.3	9.3	.0031
Gregory	33,913	10,400	30.2	14.5	3.8	3.2	.0016
Haakon	20,676	14,676	35.2	24.1	5.3	4.0	.0010
Hamlin	47,660	16,729	31.3	23.5	10.7	7.1	.0016
Hand	35,627	12,559	27.3	20.8	6.0	4.7	.0014
Hanson	21,026	13,333	32.1	22.6	5.5	2.9	.0007
Harding	11,883	14,100	33.9	22.0	6.8	2.8	.0005
Hughes	221,634	27,092	21.4	29.5	19.0	16.7	.0070
Hutchinson	69,238	13,810	30.2	21.7	7.2	4.5	.0027
Hyde	20,538	18,643	24.9	27.3	10.1	8.5	.0005
Jackson	30,121	16,414	29.2	26.8	9.2	4.7	.0012
Jerauld	19,608	12,263	34.5	18.6	3.0	3.3	.0010
Jones	14,681	17,944	29.0	28.9	9.7	6.2	.0007
Kingsbury	63,273	16,897	30.9	24.8	11.6	5.0	.0021
Lake	120,602	19,915	26.4	26.6	13.3	9.8	.0040
Lawrence	230,390	21,186	25.1	28.6	13.6	10.4	.0072
Lincoln	160,159	22,533	22.9	29.5	15.5	10.6	.0046
Lyman	31,476	16,000	29.4	22.5	9.6	6.2	.0013
McCook	56,746	16,907	28.9	26.1	10.8	5.9	.0019
McPherson	24,353	10,955	30.5	17.7	4.2	1.8	.0009
Marshall	45,828	14,552	31.3	22.3	8.0	5.4	.0015
Meade	236,096	20,823	28.7	31.5	12.7	8.0	.0069
Mellette	10,995	10,786	30.8	15.6	5.4	1.3	.0005
Miner	26,682	12,042	28.1	17.8	6.9	3.9	.0010
Moody	61,249	17,395	31.2	24.0	11.8	6.8	.0017
Perkins	40,198	14,655	29.1	22.8	9.0	5.4	.0015
Potter	28,231	15,611	29.6	25.0	8.8	3.8	.0012
Roberts	84,392	14,512	31.0	20.7	9.0	5.2	.0030
Sanborn	22,219	12,000	27.1	19.0	7.2	3.3	.0008
Shannon	52,891	13,704	26.6	24.7	6.4	3.9	.0021
Spink	78,634	16,564	28.0	25.6	9.3	6.0	.0027
Stanley	26,190	20,636	28.3	31.4	12.4	7.7	.0009
Sully	17,272	17,000	29.9	24.0	11.4	6.7	.0008
Todd	36,748	13,016	28.0	22.8	6.4	2.5	.0015
Tripp	64,415	15,216	31.0	21.0	9.7	7.2	.0027
Turner	74,859	14,534	29.2	24.6	7.2	4.3	.0024
Union	116,191	20,874	26.9	30.4	13.7	8.0	.0033
Walworth	64,348	16,781	29.2	26.2	10.1	5.3	.0026
Yankton	226,748	21,994	26.8	29.7	14.6	10.8	.0090
Ziebach	11,302	12,720	35.8	15.0	5.2	5.2	.0005
TOTAL METRO COUNTIES	**2,673,482**	**24,535**	**24.3**	**27.8**	**17.6**	**13.7**	**.0927**
TOTAL STATE	**7,582,725**	**19,482**	**26.8**	**26.3**	**13.2**	**9.3**	**.2670**

TENNESSEE

TENN.

S&MM ESTIMATES

POPULATION—12/31/86

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
CHATTANOOGA	**433.2**	**.1781**	**32.6**	**10.8**	**17.4**	**20.3**	**25.5**	**161.9**
Hamilton	288.9	.1187	32.7	11.3	17.8	19.7	26.1	110.7
• Chattanooga	166.9	.0686	33.0	11.9	17.0	18.1	28.4	65.4
Marion	25.5	.0105	32.6	9.8	16.2	20.9	25.1	9.3
Sequatchie	9.1	.0037	31.7	9.7	17.1	20.9	23.5	3.3
Catoosa, Ga.	*40.3*	*.0166*	*31.7*	*9.6*	*18.2*	*22.7*	*21.4*	*14.2*
Dade, Ga.	*12.8*	*.0053*	*30.5*	*12.1*	*17.1*	*20.7*	*21.5*	*4.2*
Walker, Ga.	*56.6*	*.0233*	*33.2*	*9.6*	*16.2*	*20.8*	*26.3*	*20.2*
SUBURBAN TOTAL	266.3	.1095	32.3	10.1	17.8	21.6	23.6	96.5
CLARKSVILLE - HOPKINSVILLE	**158.9**	**.0654**	**27.6**	**18.0**	**18.6**	**17.6**	**18.7**	**52.0**
Montgomery	91.4	.0376	25.1	17.4	19.1	18.6	18.2	31.5
• Clarksville	71.1	.0292	26.8	20.4	19.4	17.7	16.3	24.5
Christian, Ky.	*67.5*	*.0278*	*26.9*	*18.8*	*18.0*	*16.2*	*19.4*	*20.5*
• Hopkinsville	*27.6*	*.0113*	*33.2*	*9.8*	*16.1*	*19.4*	*27.7*	*10.2*
SUBURBAN TOTAL	60.2	.0249	26.5	18.9	18.8	16.6	17.5	17.3
JACKSON	**78.2**	**.0322**	**32.2**	**11.7**	**17.0**	**17.6**	**27.6**	**29.5**
Madison	78.2	.0322	32.2	11.7	17.0	17.6	27.6	29.5
• Jackson	52.2	.0215	32.0	13.3	16.8	16.2	28.7	20.3
SUBURBAN TOTAL	26.0	.0107	32.5	8.5	17.3	20.4	25.3	9.2
JOHNSON CITY - KINGSPORT - BRISTOL	**450.1**	**.1851**	**33.9**	**10.3**	**16.7**	**21.3**	**26.9**	**167.7**
Carter	51.4	.0212	34.1	10.6	16.3	20.7	27.9	19.7
Hawkins	47.1	.0193	33.1	9.0	17.4	22.0	24.8	17.2
Sullivan	147.6	.0607	34.4	9.3	16.7	22.5	26.5	57.2
• Bristol	24.0	.0099	36.8	10.1	15.7	20.2	32.2	10.0
• Kingsport	32.1	.0132	38.1	8.7	14.5	20.6	33.9	13.5

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHATTANOOGA	**2,758,409**	**641,479**	**231,544**	**357,273**	**152,880**	**658,582**	**73,402**
Hamilton	2,116,850	400,408	195,582	302,028	125,652	556,804	55,314
• Chattanooga	1,720,792	288,732	139,821	264,269	89,327	521,457	40,851
Marion	97,736	24,424	5,561	10,385	4,082	22,121	5,105
Sequatchie	35,567	17,117	1,668	1,776	687	6,745	1,137
Catoosa, Ga.	*241,999*	*91,086*	*20,025*	*32,910*	*13,533*	*39,931*	*5,647*
Dade, Ga.	*39,090*	*15,467*	*2,616*	*1,103*	*1,462*	*3,391*	*449*
Walker, Ga.	*227,167*	*92,977*	*6,092*	*9,071*	*7,464*	*29,590*	*5,750*
SUBURBAN TOTAL	1,037,617	352,747	91,723	93,004	63,553	137,125	32,551
CLARKSVILLE - HOPKINSVILLE	**772,113**	**143,469**	**68,857**	**110,711**	**30,188**	**235,973**	**28,295**
Montgomery	476,280	88,677	46,328	82,058	18,842	146,220	15,196
• Clarksville	469,897	87,609	44,922	81,273	18,755	144,985	14,826
Christian, Ky.	*295,833*	*54,792*	*22,529*	*28,653*	*11,346*	*89,753*	*13,099*
• Hopkinsville	*225,824*	*44,802*	*16,417*	*18,890*	*8,813*	*69,576*	*11,196*
SUBURBAN TOTAL	76,392	11,058	7,518	10,548	2,620	21,412	2,273
JACKSON	**647,616**	**102,431**	**50,035**	**142,594**	**28,312**	**131,001**	**20,885**
Madison	647,616	102,431	50,035	142,594	28,312	131,001	20,885
• Jackson	610,545	97,707	47,028	139,645	23,282	128,133	20,559
SUBURBAN TOTAL	37,071	4,724	3,007	2,949	5,030	2,868	326
JOHNSON CITY - KINGSPORT - BRISTOL	**2,470,126**	**525,357**	**191,198**	**350,296**	**110,364**	**690,286**	**92,679**
Carter	144,455	40,025	12,862	20,579	7,005	27,325	8,617
Hawkins	138,374	46,702	7,615	11,210	2,459	31,583	8,522
Sullivan	1,064,643	178,530	80,701	156,408	46,556	354,012	41,714
• Bristol	306,095	59,069	23,772	21,465	16,273	129,687	13,130
• Kingsport	677,835	104,629	52,327	126,189	24,353	201,138	27,760

TENN. (cont.)
S&MM ESTIMATES

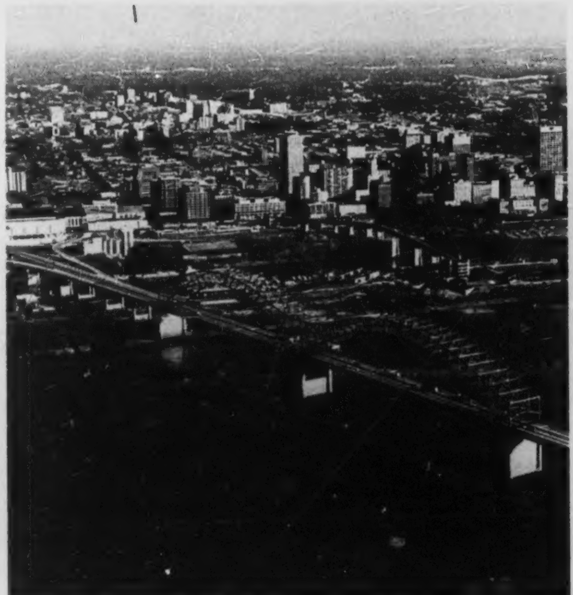
POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Unicoi	16.8	.0069	35.8	9.2	15.4	20.8	30.4	6.4	39,193	9,804	5,388	6,253	1,830	8,159	1,627
Washington	93.6	.0385	32.6	12.9	17.3	19.9	25.9	34.5	618,615	149,227	51,135	98,271	29,628	148,227	21,507
• Johnson City	45.0	.0185	34.1	16.1	14.3	18.1	30.6	16.7	551,285	133,687	46,264	96,731	26,874	132,487	18,638
Bristol city, Va.	*18.4*	*.0075*	*36.3*	*10.9*	*14.9*	*19.0*	*32.8*	*7.3*	*220,171*	*31,917*	*16,228*	*44,907*	*9,364*	*57,639*	*4,317*
• *Bristol*	*18.4*	*.0075*	*36.3*	*10.9*	*14.9*	*19.0*	*32.8*	*7.3*	*220,171*	*31,917*	*16,228*	*44,907*	*9,364*	*57,639*	*4,317*
Scott, Va.	*25.6*	*.0106*	*35.5*	*9.2*	*15.1*	*21.1*	*29.7*	*8.8*	*109,625*	*28,998*	*3,692*	*1,704*	*3,641*	*39,828*	*2,940*
Washington, Va.	*49.6*	*.0204*	*33.6*	*10.4*	*16.3*	*21.4*	*26.3*	*16.6*	*135,050*	*40,154*	*13,577*	*10,964*	*9,881*	*23,513*	*3,435*
SUBURBAN TOTAL	330.6	.1360	33.3	9.7	17.3	22.0	25.0	120.2	714,740	196,055	52,607	61,004	33,500	169,335	28,834
KNOXVILLE	**599.3**	**.2465**	**32.9**	**12.0**	**17.7**	**20.2**	**26.1**	**231.1**	**4,599,978**	**945,343**	**524,185**	**577,007**	**243,515**	**1,046,556**	**147,388**
Anderson	70.1	.0288	34.4	9.2	16.6	21.0	28.0	27.0	435,662	103,419	27,597	62,770	17,671	129,790	12,532
• Oak Ridge	28.0	.0115	36.8	8.5	15.5	22.1	30.8	11.7	268,754	61,180	19,670	51,949	14,210	67,876	7,080
Blount	83.9	.0345	33.8	9.9	17.6	20.8	27.1	31.7	571,821	116,076	35,660	67,228	25,255	238,429	16,424
Grainger	17.4	.0072	33.1	9.7	16.2	21.0	25.9	6.3	22,476	4,759	2,024	865	1,145	6,292	1,209
Jefferson	34.0	.0140	33.6	12.1	15.3	21.9	25.9	12.2	94,183	32,758	7,822	8,554	3,749	8,526	7,241
Knox	331.7	.1364	32.3	13.6	18.3	19.3	25.7	130.7	3,062,036	584,343	378,127	417,120	179,956	621,878	98,420
• Knoxville	175.5	.0722	32.2	17.0	18.0	15.3	29.6	73.7	2,400,291	379,315	321,145	374,729	152,555	509,829	77,908
Sevier	49.5	.0203	33.6	9.5	17.3	22.1	25.4	18.5	393,794	98,302	72,409	18,750	15,419	36,589	11,323
Union	12.7	.0053	31.8	10.7	16.6	21.4	23.4	4.7	20,006	5,686	546	1,720	320	5,052	239
SUBURBAN TOTAL	395.8	.1628	33.0	10.0	17.7	22.2	24.3	145.7	1,930,933	504,848	183,370	150,329	76,750	468,851	62,400
MEMPHIS	**956.6**	**.3934**	**30.2**	**12.3**	**18.6**	**18.6**	**22.4**	**342.4**	**6,632,575**	**1,260,018**	**552,399**	**907,485**	**388,710**	**1,669,126**	**260,171**
Shelby	807.4	.3320	30.2	12.7	19.0	18.3	22.7	292.7	5,934,017	1,092,631	511,791	845,627	370,200	1,521,961	239,764
• Memphis	668.6	.2749	30.8	12.5	18.4	17.5	24.7	248.5	5,179,088	895,480	456,873	711,057	336,889	1,401,311	217,563
Tipton	35.5	.0146	31.2	10.4	15.0	19.6	24.6	12.1	106,190	25,607	5,858	14,478	2,632	27,801	3,026
Crittenden, Ark.	*50.1*	*.0206*	*28.8*	*10.5*	*15.5*	*18.2*	*22.3*	*16.7*	*402,722*	*72,297*	*23,841*	*31,565*	*12,182*	*77,985*	*11,771*
• *West Memphis*	*27.8*	*.0114*	*29.3*	*10.8*	*17.0*	*19.2*	*21.2*	*9.7*	*306,640*	*56,242*	*20,861*	*29,145*	*9,174*	*70,820*	*9,924*
De Soto, Miss.	*63.6*	*.0262*	*29.8*	*9.2*	*17.1*	*23.2*	*17.8*	*20.9*	*189,646*	*69,483*	*10,909*	*15,815*	*3,696*	*41,379*	*5,610*
SUBURBAN TOTAL	260.2	.1071	28.7	11.7	19.4	21.4	16.4	84.2	1,146,847	308,296	74,665	167,283	42,647	196,995	32,684

Is a college dorm a "household"?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms," which appears in Section C.



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SOURCE: Belden Associates, 1986

TENN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
NASHVILLE	**936.4**	**.3849**	**32.0**	**11.8**	**18.4**	**20.5**	**24.0**	**348.7**	**6,184,212**	**1,177,440**	**609,311**	**903,694**	**307,530**	**1,565,227**	**192,906**
Cheatham	26.6	.0109	31.3	9.3	17.9	22.8	20.6	8.9	68,295	19,390	2,931	2,185	1,242	15,793	2,734
Davidson	494.9	.2035	32.3	13.0	19.3	19.0	25.7	195.9	4,400,046	738,425	480,296	727,816	235,130	1,097,128	127,874
• Nashville-Davidson	473.1	.1945	32.0	13.2	19.6	18.8	25.4	188.0	4,194,844	704,977	462,624	656,203	226,874	1,092,751	118,151
Dickson	33.3	.0137	33.5	9.5	15.5	20.7	27.0	12.1	154,708	35,107	10,109	21,482	8,611	40,912	4,770
Robertson	41.0	.0168	32.9	9.9	16.1	19.9	26.7	14.3	142,048	35,634	7,817	12,628	6,941	35,525	6,132
Rutherford	103.1	.0424	29.7	15.1	18.3	19.8	20.5	36.2	496,006	119,630	40,365	56,284	23,932	111,596	17,764
• Murfreesboro	40.4	.0166	28.2	23.0	16.6	17.1	21.7	14.9	387,542	76,817	33,976	42,897	19,656	98,285	13,394
Sumner	97.7	.0401	31.7	9.1	18.0	22.9	21.1	33.5	379,179	91,433	26,827	39,309	14,615	104,380	16,840
Williamson	73.4	.0302	32.6	8.0	17.6	25.0	20.7	24.5	305,242	77,436	24,102	21,996	9,784	106,038	9,661
Wilson	66.4	.0273	32.6	8.7	17.6	23.1	22.8	23.3	238,688	60,385	16,864	21,994	7,275	53,855	7,131
SUBURBAN TOTAL	422.9	.1738	32.3	9.0	17.6	22.7	22.5	145.8	1,601,826	395,646	112,711	204,594	61,000	374,191	61,361
OTHER COUNTIES															
Bedford	29.1	.0120	35.0	9.2	14.7	19.4	30.7	10.9	120,280	27,958	7,630	9,189	6,897	30,325	6,247
Benton	15.5	.0063	37.0	8.3	14.6	19.4	33.5	6.1	60,682	23,210	3,820	8,232	1,727	10,836	1,028
Bledsoe	9.9	.0041	30.8	13.0	15.6	19.3	24.1	3.4	19,729	4,591	543	592	858	6,008	1,632
Bradley	73.8	.0304	31.1	11.8	17.3	21.7	21.6	26.4	397,014	93,559	30,909	45,845	14,020	108,398	15,574
Campbell	36.9	.0151	33.5	8.9	15.5	19.5	28.1	13.5	151,169	37,667	13,603	12,900	6,144	40,111	6,870
Cannon	11.1	.0046	35.3	9.2	15.1	21.3	29.2	4.1	30,361	10,220	1,354	1,641	1,854	6,365	2,088
Carroll	28.8	.0118	36.1	9.1	14.5	19.0	32.5	10.8	118,645	30,283	5,692	14,473	7,393	30,772	6,478
Chester	13.6	.0056	31.8	15.7	14.6	17.9	27.4	4.8	38,546	8,329	2,444	2,105	3,196	13,832	1,538
Claiborne	27.0	.0111	32.0	10.6	16.9	20.0	24.9	9.5	74,697	21,358	6,639	8,019	7,737	7,316	2,896
Clay	8.1	.0033	35.1	9.4	15.0	19.7	30.3	3.1	13,840	5,010	1,316	339	311	1,293	351
Cocke	29.8	.0123	33.0	9.9	16.6	21.6	25.1	11.2	116,131	26,616	9,689	14,800	7,467	22,624	4,126
Coffee	41.0	.0168	34.0	9.6	15.4	21.8	26.7	15.4	269,163	52,030	20,947	51,230	12,392	62,584	10,632
Crockett	14.7	.0061	35.2	9.4	14.2	18.4	31.8	5.3	42,309	10,719	1,721	1,804	1,990	15,244	1,652
Cumberland	33.2	.0136	33.5	9.3	15.7	19.7	28.0	12.0	178,452	36,366	15,616	21,225	4,310	47,033	8,520
Decatur	11.1	.0046	36.8	8.5	14.4	19.3	33.4	4.5	39,877	8,406	1,602	4,446	1,246	12,996	1,206
De Kalb	14.5	.0059	35.1	8.7	15.8	19.3	30.7	5.6	53,900	15,950	3,034	5,538	2,654	13,751	2,710
Dyer	34.9	.0144	33.5	9.6	16.1	18.8	28.8	13.2	178,263	31,163	11,566	21,179	11,341	49,498	6,715
Fayette	26.1	.0107	30.3	10.4	14.3	17.1	26.2	8.2	43,096	15,478	2,348	6,167	1,095	8,931	1,520
Fentress	15.6	.0064	32.7	9.1	15.9	19.9	26.4	5.5	58,973	14,041	2,915	3,943	2,129	5,697	3,230
Franklin	33.5	.0138	33.2	11.5	15.4	20.2	26.9	11.9	121,324	29,054	8,117	15,105	4,312	30,013	5,084
Gibson	49.1	.0202	36.0	8.9	14.6	18.4	33.0	18.9	229,822	56,925	12,181	30,991	7,989	65,661	13,307
Giles	24.9	.0102	35.5	9.4	14.5	19.2	31.6	9.4	122,829	24,227	7,322	14,798	7,381	21,680	7,654
Greene	57.2	.0235	34.3	9.5	16.6	22.1	26.7	20.9	306,698	67,447	20,238	35,127	13,092	74,494	12,310
Grundy	14.7	.0060	31.3	9.9	15.1	19.8	24.7	5.0	42,838	9,311	3,220	1,394	1,197	4,742	2,695
Hamblen	56.2	.0232	32.7	9.8	17.2	23.1	22.9	20.7	343,540	78,847	23,336	42,282	10,333	95,244	9,842
Hancock	6.8	.0028	34.1	9.9	14.3	19.3	29.5	2.3	13,079	3,129	1,753	80	1,118	1,771	574
Hardeman	24.4	.0101	32.3	9.5	15.1	17.1	28.9	8.2	90,474	25,845	3,128	6,893	2,582	22,742	2,734
Hardin	23.1	.0095	34.6	8.5	15.7	20.3	29.1	8.6	93,982	14,477	5,924	19,255	3,790	25,907	3,418
Haywood	20.9	.0086	31.2	10.1	14.7	15.6	28.8	7.0	77,812	21,110	4,512	8,023	3,911	11,150	4,511
Henderson	23.4	.0096	33.9	9.3	16.1	19.4	28.8	8.9	76,148	13,651	5,081	9,367	4,529	19,338	2,796
Henry	29.8	.0123	37.3	9.0	14.4	18.2	34.7	11.6	153,727	37,247	10,698	21,518	6,513	32,378	7,201
Hickman	15.9	.0065	33.2	11.9	15.9	19.8	27.4	5.5	34,043	12,608	1,345	1,117	1,084	3,718	2,380
Houston	6.9	.0029	34.8	8.8	15.2	19.4	30.3	2.3	13,598	5,234	602	124	388	920	4,403
Humphreys	16.2	.0066	33.6	8.9	15.9	20.4	27.3	6.1	60,740	17,921	4,116	8,801	1,126	16,002	1,608
Jackson	9.6	.0040	35.9	8.7	15.0	20.0	31.2	3.3	14,753	4,568	1,246	419	1,290	1,591	960
Johnson	14.4	.0059	34.1	8.8	15.9	20.8	27.8	5.3	33,373	13,139	2,787	2,542	942	3,334	2,654
Lake	7.8	.0032	36.9	9.3	13.4	16.3	35.8	2.6	16,731	5,563	2,156	922	391	2,599	1,730
Lauderdale	25.9	.0106	32.7	9.9	15.6	17.7	28.7	9.2	56,108	10,726	2,477	9,667	2,652	12,757	2,488
Lawrence	35.9	.0148	33.8	9.8	14.6	20.0	28.2	13.0	153,356	27,951	7,906	17,159	12,819	41,711	7,764
Lewis	10.8	.0044	31.1	9.2	17.8	18.0	25.0	3.5	33,691	8,806	913	3,050	740	9,340	1,945
Lincoln	27.3	.0112	36.0	9.3	14.2	20.7	30.7	10.3	112,371	36,712	7,032	14,630	4,539	15,188	6,165
Loudon	30.4	.0125	35.1	8.9	16.4	20.9	29.3	11.7	119,892	28,851	7,983	9,850	7,046	37,606	5,601
McMinn	44.0	.0181	33.7	9.7	16.0	20.8	27.0	16.0	257,116	103,472	20,770	20,816	9,381	37,020	11,426
McNairy	24.2	.0100	35.5	8.7	14.9	20.8	30.0	9.3	70,399	17,182	3,546	8,348	2,960	18,818	2,998

Number Two in the Country

In a recent national study conducted by the Market Economics Institute, Knoxville ranked second in the amount of disposable income spent on retail sales. That puts us ahead of every other metropolitan area in the state of Tennessee. We also fare better than most major Tennessee cities in total retail sales per household. And we're expected to continue this trend well into the next decade.

Use our spending habits to your advantage. Advertise your product in The Knoxville News-Sentinel and The Knoxville Journal. We're read by 67% of the market during any five weekday period.*

For more information on how you can reach the Knoxville market, contact the Knoxville News Sentinel Company and ask for our comprehensive market guide.

*SOURCE: Belden Associates, 1987

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TENN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86 | RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Macon	16.4	.0067	34.4	9.0	16.1	20.1	28.9	6.1	45,273	15,004	1,531	4,441	1,724	6,019	2,278
Marshall	20.9	.0086	35.9	8.7	15.0	19.2	32.1	7.9	92,083	24,188	4,235	9,603	5,150	29,753	4,486
Maury	54.3	.0223	33.7	10.0	16.0	19.8	28.2	20.4	249,676	57,962	20,895	35,318	15,030	47,066	12,402
Meigs	7.9	.0032	32.0	9.1	17.4	21.2	23.5	2.7	24,249	8,918	1,323	1,214	1,868	4,173	1,685
Monroe	30.6	.0126	32.6	10.0	15.8	20.5	25.7	10.9	121,081	22,636	10,712	12,155	4,442	30,382	3,901
Moore	5.0	.0021	33.8	9.5	14.6	20.9	27.3	1.7	7,205	4,173	459	335		795	242
Morgan	17.2	.0070	31.8	10.2	18.6	20.4	23.7	5.6	17,023	6,122	851	682	278	4,883	1,103
Obion	34.1	.0140	34.7	8.8	15.7	19.5	30.0	13.0	180,843	38,388	15,276	22,201	4,898	47,141	6,632
Overton	18.4	.0076	34.7	8.7	15.4	20.8	28.7	6.5	56,534	15,847	2,931	6,275	4,226	6,140	3,880
Perry	6.4	.0026	36.3	8.4	14.6	20.3	31.6	2.5	10,953	5,486	791	65	1,011	869	435
Pickett	4.5	.0019	35.2	8.6	15.4	20.0	30.3	1.6	17,277	4,024	499	834	1,790	5,136	243
Polk	13.8	.0057	32.9	8.9	15.9	21.1	25.6	4.9	29,858	13,332	1,636	3,110	1,202	3,603	1,254
Putnam	51.0	.0209	31.2	17.2	16.3	18.8	25.0	18.8	287,448	76,382	24,734	33,166	11,236	40,023	13,855
Rhea	25.2	.0104	31.6	11.1	16.7	19.5	24.9	9.1	81,770	30,450	6,128	5,069	2,375	16,161	3,710
Roane	50.8	.0209	34.1	8.7	16.3	21.6	27.0	18.5	227,724	62,593	15,431	21,089	9,573	73,997	9,959
Scott	21.2	.0088	30.3	9.9	16.4	18.7	23.5	7.3	64,322	21,268	2,913	10,003	851	9,708	4,178
Smith	15.2	.0063	34.8	9.6	15.6	19.2	30.6	5.7	47,321	11,917	1,859	2,422	9,052	8,232	2,375
Stewart	9.5	.0039	37.1	8.3	14.3	20.1	32.9	3.7	17,804	5,548	1,421	1,457	1,329	4,810	749
Trousdale	6.1	.0025	33.7	9.6	18.1	18.7	29.0	2.5	16,840	7,421	124	504	768	517	1,075
Van Buren	4.9	.0020	31.4	9.7	18.1	19.6	23.9	1.5	2,712	850	316	56	204	358	
Warren	34.1	.0140	33.5	9.6	16.4	20.2	27.4	12.9	143,890	36,929	10,458	16,316	7,211	28,849	5,584
Wayne	14.4	.0059	33.1	9.6	15.5	20.3	26.8	5.2	37,053	16,074	1,595	780	1,725	5,316	1,931
Weakley	33.8	.0139	33.1	16.5	14.2	17.1	30.2	12.3	127,600	35,867	10,378	15,025	6,793	25,005	6,519
White	20.6	.0085	35.3	8.6	15.7	20.0	30.4	7.7	70,424	14,469	3,074	5,575	1,695	30,012	2,366
TOTAL METRO COUNTIES	**3,228.2**	**1.3273**	**31.8**	**12.0**	**18.2**	**19.8**	**24.4**	**1,203.9**	**22,203,726**	**4,298,366**	**2,108,020**	**3,172,368**	**1,188,930**	**5,593,742**	**762,708**
TOTAL STATE	**4,852.5**	**1.9952**	**32.4**	**11.3**	**17.3**	**19.8**	**25.7**	**1,797.9**	**28,834,260**	**5,981,171**	**2,559,367**	**3,916,008**	**1,490,227**	**7,122,028**	**1,063,013**

TENN.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
CHATTANOOGA	**4,410,355**	**20,940**	**25.0**	**28.2**	**14.2**	**9.7**	**.1656**
Hamilton	3,114,141	21,198	24.6	27.3	14.5	10.8	.1190
• Chattanooga	1,676,594	18,520	25.7	25.4	12.3	9.0	.0768
Marion	217,502	17,814	27.5	27.7	10.2	6.4	.0077
Sequatchie	70,938	15,925	29.9	25.5	9.8	4.6	.0026
Catoosa, Ga.	*383,422*	*23,155*	*23.1*	*31.1*	*17.5*	*8.7*	*.0147*
Dade, Ga.	*98,626*	*19,010*	*25.5*	*31.2*	*10.9*	*5.5*	*.0035*
Walker, Ga.	*525,726*	*20,900*	*26.5*	*30.3*	*14.1*	*7.7*	*.0181*
SUBURBAN TOTAL	2,733,761	22,534	24.5	30.1	15.5	10.2	.0888
CLARKSVILLE - HOPKINSVILLE	**1,471,488**	**19,200**	**30.5**	**27.2**	**12.6**	**8.0**	**.0533**
Montgomery	862,273	20,158	29.5	29.5	13.1	7.8	.0316
• Clarksville	675,612	19,836	31.4	29.5	12.5	7.5	.0267
Christian, Ky.	*609,215*	*17,679*	*32.0*	*23.6*	*12.0*	*8.4*	*.0217*
• *Hopkinsville*	*280,469*	*19,093*	*27.3*	*23.6*	*14.4*	*9.9*	*.0116*
SUBURBAN TOTAL	515,407	18,172	31.2	26.2	11.8	7.5	.0150
JACKSON	**799,334**	**20,404**	**24.3**	**25.2**	**15.3**	**10.3**	**.0329**
Madison	799,334	20,404	24.3	25.2	15.3	10.3	.0329
• Jackson	543,472	19,672	25.2	24.2	14.7	10.4	.0258
SUBURBAN TOTAL	255,862	22,081	22.2	27.6	16.6	10.1	.0071

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
JOHNSON CITY - KINGSPORT - BRISTOL	**4,470,554**	**20,290**	**26.2**	**27.9**	**13.6**	**9.2**	**.1622**
Carter	434,537	16,756	31.5	26.1	10.1	5.0	.0144
Hawkins	467,838	21,896	23.6	27.4	16.4	10.0	.0144
Sullivan	1,648,430	22,816	23.6	28.9	15.6	11.6	.0615
• Bristol	277,470	20,013	27.2	26.0	12.4	11.6	.0128
• Kingsport	397,886	21,393	23.5	25.7	13.2	13.9	.0231
Unicoi	152,686	18,929	27.7	28.5	13.1	5.7	.0048
Washington	900,664	18,860	28.5	27.8	11.2	8.0	.0354
• Johnson City	444,688	16,446	28.1	22.1	9.9	9.8	.0224
Bristol city, Va.	*186,433*	*19,436*	*24.0*	*27.4*	*12.8*	*8.5*	*.0091*
• *Bristol*	*186,433*	*19,436*	*24.0*	*27.4*	*12.8*	*8.5*	*.0091*
Scott, Va.	*239,183*	*20,422*	*25.4*	*24.6*	*14.6*	*11.7*	*.0084*
Washington, Va.	*440,783*	*19,655*	*28.0*	*28.4*	*12.9*	*7.8*	*.0142*
SUBURBAN TOTAL	3,164,077	20,771	26.3	29.0	14.3	8.5	.0948
KNOXVILLE	**6,401,113**	**20,471**	**25.3**	**26.4**	**13.6**	**11.0**	**.2498**
Anderson	837,942	23,994	22.1	26.9	15.6	15.8	.0285
• Oak Ridge	431,087	29,232	19.5	23.5	17.4	24.5	.0150
Blount	848,504	20,542	25.8	27.5	14.7	8.9	.0327

Growing and Ready to Spend

Knoxville consistently ranks at the top of the list when comparing the amount of disposable income spent on retail sales. In fact, in a recent study by the Market Economics Institute of New York, Knoxville ranked second in the country.

The Knoxville metropolitan area, with almost 600,000 adults, is also the second fastest growing MSA in the state of Tennessee.

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For more information on this growing, lucrative market, contact the Knoxville News Sentinel Company and ask for our comprehensive market guide.

*Source: Belden Associates, 1987.

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TENN. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Grainger	115,484	14,278	33.8	23.1	5.5	2.9	.0038
Jefferson	328,271	20,779	26.5	28.7	13.2	9.9	.0102
Knox	3,752,964	20,897	24.5	25.8	14.1	12.0	.1524
• Knoxville	1,852,744	17,177	27.3	24.3	10.6	8.5	.0943
Sevier	430,085	17,857	29.6	28.2	10.0	6.0	.0193
Union	87,863	14,856	31.2	25.4	7.4	2.4	.0029
SUBURBAN TOTAL	4,117,282	21,689	24.7	27.8	14.8	11.2	.1405
MEMPHIS	**10,082,963**	**21,652**	**22.8**	**25.4**	**15.0**	**12.9**	**.3825**
Shelby	8,783,514	21,872	22.7	25.1	14.9	13.7	.3343
• Memphis	6,994,778	20,249	23.8	25.1	13.5	12.0	.2775
Tipton	284,005	17,870	25.2	26.8	12.2	6.3	.0098
Crittenden, Ark.	*395,451*	*16,230*	*25.7*	*23.1*	*12.0*	*6.6*	*.0189*
• *West Memphis*	*250,367*	*18,727*	*24.8*	*26.2*	*13.6*	*7.3*	*.0127*
De Soto, Miss.	*619,993*	*25,959*	*21.1*	*30.1*	*20.2*	*10.7*	*.0195*
SUBURBAN TOTAL	2,837,818	27,072	19.5	26.7	19.5	16.3	.0923
NASHVILLE	**11,420,905**	**25,081**	**21.9**	**27.6**	**16.9**	**15.8**	**.3942**
Cheatham	247,230	22,171	26.3	32.5	13.9	8.9	.0078
Davidson	6,437,867	24,485	22.6	27.2	16.1	16.0	.2381
• Nashville-Davidson	5,985,981	24,119	22.9	27.4	16.2	15.1	.2245
Dickson	326,878	20,867	25.0	29.2	14.5	8.3	.0113
Robertson	392,712	22,111	23.5	29.5	15.7	9.6	.0128
Rutherford	1,258,438	26,898	20.6	26.7	19.7	17.4	.0396
• Murfreesboro	509,267	23,798	22.7	24.4	16.4	17.3	.0197
Sumner	1,078,330	26,180	20.6	28.7	18.7	15.1	.0338
Williamson	965,956	31,146	18.6	24.6	18.9	24.6	.0285
Wilson	713,494	25,860	19.9	30.0	18.2	13.2	.0223
SUBURBAN TOTAL	4,925,657	26,498	20.7	28.1	17.9	16.5	.1500

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Bedford	304,945	20,826	24.4	30.6	12.3	9.0	.0100
Benton	133,589	16,158	28.8	26.7	10.2	3.8	.0048
Bledsoe	77,128	15,525	27.8	23.2	10.2	5.1	.0025
Bradley	703,521	20,503	27.2	29.0	14.1	8.2	.0260
Campbell	262,498	14,149	30.1	23.9	6.9	3.5	.0105
Cannon	78,564	14,348	33.5	22.7	6.5	3.7	.0028
Carroll	226,451	15,659	28.8	26.6	8.3	4.3	.0086
Chester	105,349	15,965	24.1	27.2	9.4	4.8	.0036
Claiborne	170,180	12,454	31.5	18.4	7.0	3.2	.0067
Clay	61,493	14,000	30.8	22.8	6.6	4.1	.0019
Cocke	219,848	14,955	29.9	24.1	7.6	3.7	.0086
Coffee	422,120	20,836	26.0	27.7	13.4	10.9	.0159
Crockett	107,870	15,392	29.7	24.5	7.9	4.5	.0039
Cumberland	274,460	17,140	30.6	26.0	10.3	5.7	.0109
Decatur	102,455	16,931	27.4	25.2	10.8	6.3	.0035
De Kalb	111,462	13,770	31.0	23.4	5.9	2.5	.0041
Dyer	315,379	17,434	29.2	25.1	10.1	8.0	.0118
Fayette	171,142	15,107	27.7	22.9	9.1	5.6	.0059
Fentress	84,918	11,168	31.4	17.9	3.9	2.3	.0039
Franklin	304,731	19,444	26.9	28.2	13.4	6.9	.0104
Gibson	462,179	18,593	25.6	27.7	11.9	7.2	.0163
Giles	234,402	19,379	26.4	28.3	11.3	8.8	.0086
Greene	561,192	20,478	25.2	29.1	13.6	8.4	.0203
Grundy	108,968	15,150	32.1	23.5	7.1	4.5	.0040
Hamblen	510,886	19,195	29.3	28.8	12.5	6.5	.0201
Hancock	36,062	11,074	30.4	16.9	4.3	2.7	.0014

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

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TENN. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Hardeman	187,063	16,765	27.7	25.5	10.5	5.5	.0071
Hardin	171,291	15,308	29.8	25.1	8.4	3.6	.0067
Haywood	140,431	13,414	29.1	21.5	6.7	5.1	.0057
Henderson	211,449	18,901	26.6	29.8	10.9	6.5	.0071
Henry	257,089	16,531	31.0	24.6	10.0	5.4	.0098
Hickman	127,946	18,638	27.6	30.8	10.6	5.2	.0042
Houston	52,002	16,879	27.2	26.1	9.7	7.2	.0016
Humphreys	143,220	20,056	22.2	31.0	13.9	5.3	.0050
Jackson	70,224	14,962	28.8	21.1	10.2	5.3	.0023
Johnson	101,042	15,070	31.3	26.5	6.0	2.9	.0036
Lake	51,681	13,644	29.8	22.5	6.0	4.8	.0018
Lauderdale	200,581	16,483	26.7	25.7	9.3	5.5	.0067
Lawrence	320,002	19,340	26.7	28.3	12.9	7.0	.0114
Lewis	91,458	18,440	30.3	27.2	11.7	7.2	.0032
Lincoln	222,832	16,412	32.0	24.5	9.6	5.2	.0082
Loudon	385,138	25,141	22.4	24.8	17.2	17.3	.0114
McMinn	432,384	20,882	24.2	27.5	14.9	9.4	.0160
McNairy	195,368	16,102	28.5	26.9	8.2	4.9	.0068
Macon	136,785	16,975	28.7	29.8	7.4	4.4	.0046
Marshall	221,789	20,954	25.2	29.1	14.4	8.5	.0074
Maury	551,391	21,203	23.5	29.5	14.3	8.9	.0188
Meigs	64,619	18,880	28.4	27.4	13.4	6.3	.0022
Monroe	255,856	17,483	29.7	27.4	9.5	6.4	.0093
Moore	54,349	26,500	22.3	27.8	19.1	14.6	.0015
Morgan	138,801	17,327	29.0	25.6	12.0	5.9	.0041
Obion	369,338	21,213	24.5	26.8	14.8	10.7	.0127
Overton	117,922	13,288	30.5	20.9	7.1	2.9	.0045
Perry	51,366	15,976	33.3	24.5	10.4	3.0	.0016
Pickett	29,842	14,443	35.9	21.3	8.0	2.4	.0013
Polk	96,733	15,846	29.8	27.6	8.0	2.6	.0034
Putnam	440,432	16,775	30.0	25.3	10.2	5.9	.0173
Rhea	218,790	18,507	26.5	26.2	12.3	7.8	.0075
Roane	511,185	21,555	23.9	27.6	14.8	10.9	.0174
Scott	143,245	12,882	31.2	19.9	5.9	3.8	.0055
Smith	137,725	19,376	26.4	29.7	12.1	6.7	.0046
Stewart	76,991	16,358	27.5	29.1	7.9	4.0	.0024
Trousdale	64,884	20,937	26.2	31.2	14.8	6.3	.0019
Van Buren	34,540	16,893	34.6	26.1	8.8	5.1	.0011
Warren	299,602	17,896	29.3	28.1	9.8	6.2	.0107
Wayne	117,931	18,450	25.4	30.3	10.7	5.2	.0038
Weakley	270,293	15,747	31.7	25.1	8.4	4.9	.0100
White	157,557	15,264	31.8	26.2	7.9	3.2	.0057
TOTAL METRO COUNTIES	**35,557,880**	**22,027**	**23.9**	**26.8**	**14.9**	**12.6**	**1.3124**
TOTAL STATE	**49,632,839**	**20,426**	**25.2**	**26.8**	**13.6**	**10.6**	**1.8173**

TEXAS

TEXAS
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ABILENE	**123.1**	**.0506**	**30.1**	**15.5**	**16.9**	**18.0**	**23.6**	**44.1**	**1,155,725**	**199,044**	**106,299**	**148,108**	**51,217**	**275,027**	**31,040**
Taylor	123.1	.0506	30.1	15.5	16.9	18.0	23.6	44.1	1,155,725	199,044	106,299	148,108	51,217	275,027	31,040
• Abilene	111.9	.0460	29.6	16.3	17.2	17.6	23.1	39.5	1,073,294	188,625	99,251	145,288	51,230	253,379	31,286
SUBURBAN TOTAL	11.2	.0046	35.8	7.8	13.8	22.2	29.0	4.6	82,431	10,419	7,048	2,820	13	21,648	246
AMARILLO	**198.3**	**.0816**	**31.0**	**12.6**	**18.0**	**19.3**	**23.4**	**75.5**	**1,413,889**	**275,202**	**144,419**	**158,810**	**72,038**	**369,401**	**22,446**
Potter	106.5	.0438	31.3	12.4	17.1	17.2	26.5	41.4	1,017,702	185,370	108,952	119,110	44,227	263,041	17,390
• Amarillo	163.7	.0673	31.2	11.7	18.5	18.7	24.2	63.7	1,368,798	277,070	137,045	147,336	68,815	360,612	21,892
Randall	91.8	.0378	30.6	12.7	19.2	21.7	19.9	34.1	396,187	89,832	35,467	39,700	27,811	106,360	5,056
SUBURBAN TOTAL	34.6	.0143	29.8	16.7	16.3	21.9	19.7	11.8	45,091	1,868	7,374	11,474	3,223	8,789	554
AUSTIN	**732.9**	**.3014**	**28.8**	**16.8**	**21.9**	**18.1**	**18.4**	**279.7**	**4,728,756**	**948,234**	**570,723**	**517,875**	**283,797**	**1,028,733**	**90,192**
Hays	56.4	.0232	24.8	27.4	15.4	15.4	18.5	18.2	231,854	53,763	36,862	17,131	5,970	38,080	2,830
Travis	560.5	.2305	28.8	17.4	23.1	17.8	17.9	223.2	4,052,776	754,125	500,449	461,809	262,397	893,009	75,977
• Austin	460.4	.1893	28.3	19.2	24.0	16.3	17.6	188.6	3,848,383	710,286	484,849	439,842	252,315	883,009	72,876
Williamson	116.0	.0477	30.7	8.8	19.2	20.9	20.9	38.3	444,126	140,346	33,412	38,935	15,430	97,644	11,385
SUBURBAN TOTAL	272.5	.1121	30.0	12.8	18.4	21.2	19.7	91.1	880,373	237,948	85,874	78,033	31,482	145,724	17,316

S&MM'S FOUR SURVEY ISSUES

Each year *Sales and Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BEAUMONT - PORT ARTHUR	**393.6**	**.1619**	**31.7**	**11.2**	**16.8**	**19.1**	**25.4**	**140.7**	**2,465,575**	**524,990**	**213,197**	**317,541**	**113,370**	**532,200**	**76,094**
Hardin	46.1	.0190	31.8	9.4	16.1	20.7	24.2	15.5	179,610	48,088	7,126	19,560	2,898	60,446	7,734
Jefferson	257.9	.1060	32.1	11.8	16.9	18.1	27.0	94.5	1,792,073	345,490	175,580	240,139	93,426	360,431	50,497
• Beaumont	123.3	.0507	31.4	12.3	18.1	17.4	26.1	45.7	1,113,225	170,256	117,381	173,383	69,913	221,245	26,115
• Port Arthur	63.9	.0263	33.1	11.3	15.0	16.0	31.1	23.6	385,409	92,931	29,845	45,509	16,080	94,515	10,919
Orange	89.6	.0369	30.5	10.5	17.0	21.1	21.3	30.7	493,892	131,412	30,491	57 842	17,046	111,323	17,863
SUBURBAN TOTAL	206.4	.0849	31.5	10.6	16.5	21.1	23.2	71.4	966,941	261,803	65,971	98,649	27,377	216,440	39,060
BRAZORIA	**205.8**	**.0847**	**29.3**	**12.4**	**20.1**	**21.2**	**17.4**	**67.2**	**956,803**	**291,227**	**73,890**	**98,397**	**34,987**	**208,006**	**25,442**
Brazoria	205.8	.0847	29.3	12.4	20.1	21.2	17.4	67.2	956,803	291,227	73,890	98,397	34,987	208,006	25,442
SUBURBAN TOTAL	205.8	.0847	29.3	12.4	20.1	21.2	17.4	67.2	956,803	291,227	73,890	98,397	34,987	208,006	25,442
BROWNSVILLE - HARLINGEN	**251.7**	**.1035**	**27.6**	**10.1**	**15.7**	**16.8**	**21.7**	**71.8**	**1,355,191**	**327,340**	**130,508**	**167,970**	**80,310**	**241,591**	**27,846**
Cameron	251.7	.1035	27.6	10.1	15.7	16.8	21.7	71.8	1,355,191	327,340	130,508	167,970	80,310	241,591	27,846
• Brownsville	100.0	.0411	26.7	10.6	16.0	17.1	19.6	27.6	685,642	172,461	54,023	108,265	50,126	109,009	15,582
• Harlingen	54.4	.0224	29.2	10.1	16.4	16.1	24.4	16.8	461,084	96,507	51,656	48,539	22,848	100,892	6,935
SUBURBAN TOTAL	97.3	.0400	27.7	9.5	15.0	16.8	22.4	27.4	208,465	58,372	24,829	11,166	7,336	31,690	5,329

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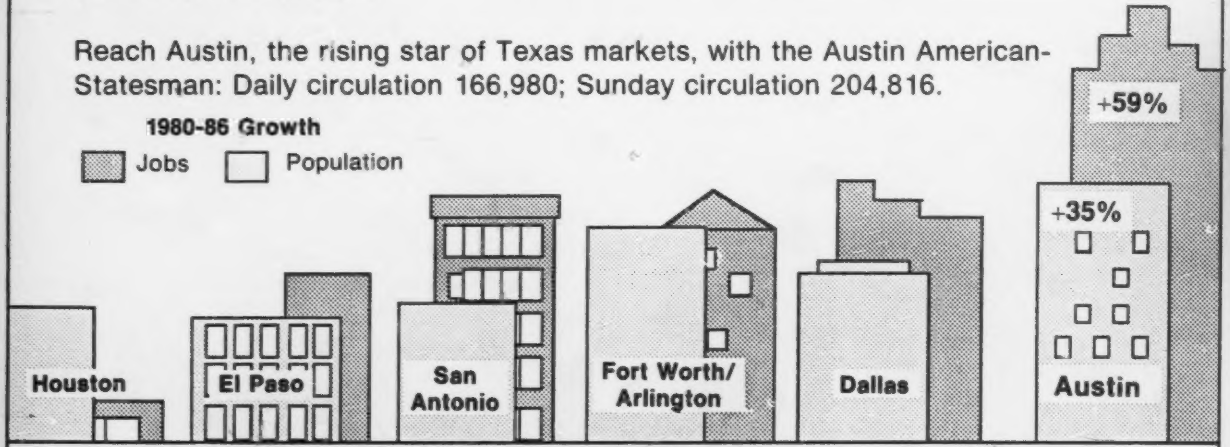

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Sources: 1987 S&MM Survey of Buying Power, Texas Employment Commission, U.S. Bureau of the Census, ABC Publisher's Report 3/31/87

TEXAS (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BRYAN - COLLEGE STATION	**120.9**	**.0497**	**24.3**	**31.6**	**17.4**	**13.9**	**15.6**	**44.1**	**821,323**	**191,956**	**104,312**	**126,891**	**27,993**	**131,279**	**11,291**
Brazos	120.9	.0497	24.3	31.6	17.4	13.9	15.6	44.1	821,323	191,956	104,312	126,891	27,993	131,279	11,291
● Bryan	60.9	.0250	28.8	15.8	18.7	16.5	21.8	23.4	495,956	107,200	53,482	49,640	21,434	117,143	7,958
● College Station	50.5	.0208	22.7	54.8	15.2	9.3	7.2	17.2	314,621	80,430	49,460	76,800	5,904	13,297	3,300
SUBURBAN TOTAL	9.5	.0039	31.1	9.0	20.6	21.6	20.3	3.5	10,746	4,326	1,370	451	655	839	33
CORPUS CHRISTI	**365.6**	**.1503**	**29.2**	**11.4**	**17.7**	**18.4**	**21.3**	**120.1**	**2,304,853**	**555,282**	**243,824**	**248,124**	**125,407**	**493,478**	**42,050**
Nueces	302.0	.1242	29.3	11.6	18.2	18.2	21.4	100.4	2,013,134	454,793	226,228	229,735	119,601	418,188	34,054
● Corpus Christi	268.0	.1102	29.4	11.8	18.5	18.2	21.3	90.5	1,870,382	406,368	212,021	221,781	117,556	390,065	30,442
San Patricio	63.6	.0261	28.9	10.0	16.5	19.1	20.9	19.7	291,719	100,489	17,596	18,389	5,806	75,290	7,996
SUBURBAN TOTAL	97.6	.0401	28.6	10.3	15.7	18.9	21.1	29.6	434,471	148,914	31,803	26,343	7,851	103,413	11,608
DALLAS	**2,378.0**	**.9778**	**30.5**	**11.7**	**20.5**	**21.1**	**19.6**	**890.6**	**17,259,871**	**3,384,735**	**1,976,825**	**2,017,655**	**936,590**	**3,920,290**	**413,548**
Collin	211.9	.0871	30.0	8.0	20.0	25.0	15.1	69.1	1,259,631	283,209	106,489	210,260	82,340	228,734	37,391
Plano	107.0	.0440	28.8	7.1	23.5	27.3	8.1	33.4	759,005	185,384	79,249	179,740	37,341	61,271	20,920
Dallas	1,810.0	.7442	30.5	12.1	20.6	20.7	20.1	698.2	14,399,227	2,656,528	1,747,303	1,606,248	809,668	3,376,201	321,017
Carrollton	56.6	.0233	29.7	9.2	25.9	25.0	11.1	20.8	381,728	80,403	29,037	48,449	12,534	84,436	16,544
● Dallas	1,019.9	.4193	31.0	12.9	20.6	18.7	23.0	417.9	8,709,830	1,526,250	1,151,536	1,001,203	567,384	1,841,380	179,666
Garland	169.1	.0695	29.0	9.7	23.5	22.6	13.3	58.3	888,883	234,698	84,356	60,588	42,315	167,282	20,001
Grand Prairie	91.3	.0375	29.1	10.8	20.8	20.5	17.2	31.6	390,225	90,030	60,104	13,575	11,436	102,985	18,580
● Irving	130.2	.0535	29.6	13.8	20.5	23.1	15.9	49.5	1,059,998	199,728	84,824	110,545	33,316	438,908	22,599
Mesquite	81.6	.0336	28.9	11.2	19.6	24.3	13.7	26.9	676,971	108,451	43,088	201,008	25,117	97,485	14,780
Richardson	81.9	.0337	31.5	7.7	20.0	28.3	14.7	28.4	871,656	136,631	67,461	110,668	53,043	282,132	13,725
Denton	205.5	.0845	29.0	14.0	22.8	20.7	15.7	72.2	951,652	275,103	71,372	134,111	23,026	183,182	34,967
● Denton	55.4	.0228	27.5	25.3	20.1	16.3	18.6	20.6	485,004	110,142	41,150	88,219	11,458	99,326	24,008
Ellis	76.0	.0313	32.7	9.6	15.4	20.1	26.3	25.4	305,344	82,040	25,420	34,461	8,172	57,087	9,793
Kaufman	50.3	.0207	34.5	9.0	14.7	20.5	28.8	17.1	247,592	66,118	18,989	25,227	10,116	52,645	7,540
Rockwall	24.3	.0100	33.0	7.7	17.2	25.5	21.0	8.6	96,425	21,737	7,252	7,348	3,268	22,441	2,840
SUBURBAN TOTAL	1,172.5	.4822	30.3	9.8	20.3	23.2	17.3	402.6	7,005,039	1,548,615	699,315	817,688	324,432	1,540,676	187,275
DALLAS - FORT WORTH CONSOLIDATED AREA	***3,603.8***	***1.4818***	***30.7***	***11.7***	***19.8***	***21.1***	***20.5***	***1,342.3***	***25,599,012***	***5,186,036***	***2,845,908***	***3,078,161***	***1,300,326***	***5,830,118***	***606,232***
EL PASO	**557.1**	**.2290**	**27.3**	**13.2**	**17.4**	**18.4**	**18.3**	**165.9**	**2,468,560**	**501,426**	**277,051**	**389,265**	**145,520**	**466,350**	**50,618**
El Paso	557.1	.2290	27.3	13.2	17.4	18.4	18.3	165.9	2,468,560	501,426	277,051	389,265	145,520	466,350	50,618
● El Paso	486.3	.1999	28.0	12.4	17.2	18.7	19.2	149.6	2,399,240	483,334	269,463	386,546	141,553	456,379	48,412
SUBURBAN TOTAL	70.8	.0291	23.8	18.8	18.3	16.2	12.3	16.3	69,320	18,092	7,588	2,719	3,967	9,971	2,206
FORT WORTH - ARLINGTON	**1,225.8**	**.5040**	**31.2**	**11.8**	**18.7**	**20.7**	**22.2**	**451.7**	**8,339,141**	**1,801,301**	**869,083**	**1,060,506**	**363,736**	**1,909,828**	**192,684**
Johnson	93.4	.0384	32.8	9.5	15.9	21.5	25.1	32.4	434,063	111,737	32,419	50,590	8,963	102,257	15,931
Parker	59.1	.0243	34.6	9.2	14.9	22.3	27.1	21.1	222,825	57,907	17,951	11,454	4,017	57,331	7,060
Tarrant	1,073.3	.4413	31.0	12.1	19.2	20.6	21.7	398.2	7,682,253	1,631,657	818,713	998,462	350,756	1,750,240	169,693
● Arlington	232.9	.0958	29.0	14.3	23.7	21.5	14.2	87.6	1,783,921	379,540	208,608	245,182	58,568	481,286	29,656
● Fort Worth	447.4	.1840	31.8	12.6	18.0	17.5	26.8	172.1	3,657,228	671,258	401,721	437,924	196,451	914,355	82,156
SUBURBAN TOTAL	545.5	.2242	32.0	10.0	17.3	23.1	21.8	192.0	2,897,992	750,503	258,754	377,400	108,717	514,187	80,872
GALVESTON - TEXAS CITY	**218.9**	**.0901**	**31.6**	**10.9**	**17.9**	**19.9**	**23.9**	**79.3**	**1,333,584**	**369,112**	**146,541**	**118,653**	**38,043**	**271,398**	**37,313**
Galveston	218.9	.0901	31.6	10.9	17.9	19.9	23.9	79.3	1,333,584	369,112	146,541	118,653	38,043	271,398	37,313
● Galveston	63.7	.0262	32.5	12.7	18.1	16.6	28.8	25.4	457,627	121,431	73,136	51,480	15,025	72,478	10,303
● Texas City	44.1	.0181	31.1	10.7	17.1	19.6	23.8	15.3	298,505	76,542	22,360	16,105	9,834	90,614	9,528
SUBURBAN TOTAL	111.1	.0458	31.2	10.0	17.8	21.9	21.3	38.6	577,452	171,139	51,045	51,068	13,184	108,306	17,482
HOUSTON	**3,232.2**	**1.3288**	**29.5**	**12.0**	**21.9**	**20.6**	**17.4**	**1,179.4**	**21,801,603**	**4,600,068**	**2,450,297**	**2,570,885**	**1,147,311**	**4,721,814**	**641,502**
Fort Bend	202.5	.0832	28.7	9.2	24.0	21.0	13.8	63.9	602,092	167,995	32,853	17,581	15,575	153,378	17,493
Harris	2,770.0	1.1389	29.5	12.4	22.1	20.5	17.3	1,029.8	19,977,712	4,154,365	2,341,647	2,471,583	1,102,490	4,178,219	587,705
● Baytown	60.6	.0249	29.2	12.3	19.5	18.1	20.7	21.9	452,511	120,632	39,645	37,701	15,205	115,615	13,407
● Houston	1,744.8	.7174	29.7	13.5	22.1	19.5	18.7	671.0	14,506,819	2,852,447	1,780,002	1,837,216	857,527	2,969,343	430,823
Pasadena	120.0	.0493	28.1	14.3	20.2	19.5	16.6	42.6	806,648	182,949	81,184	144,231	35,848	153,917	23,639
Liberty	57.0	.0234	32.0	9.5	16.2	19.6	25.6	19.9	310,181	87,073	17,235	26,147	5,278	91,535	11,774
Montgomery	178.8	.0735	30.8	8.7	17.8	24.0	18.5	58.7	635,245	166,599	48,877	43,303	20,621	121,540	20,661
Waller	23.9	.0098	28.6	20.1	14.0	16.9	24.1	7.1	276,373	24,036	9,685	12,271	3,347	177,142	3,869
SUBURBAN TOTAL	1,426.8	.5865	29.3	10.2	21.5	22.2	15.5	486.5	6,842,273	1,626,989	630,650	695,968	274,579	1,636,856	197,272

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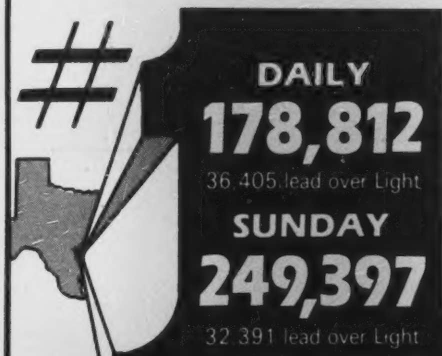
TEXAS (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	*3,656.9*	*1.5036*	*29.6*	*12.0*	*21.4*	*20.6*	*17.8*	*1,325.9*	*24,091,990*	*5,260,407*	*2,670,728*	*2,787,935*	*1,220,341*	*5,201,218*	*704,257*
KILLEEN - TEMPLE	**243.2**	**.1001**	**26.1**	**20.9**	**18.7**	**16.4**	**16.9**	**77.8**	**1,149,405**	**257,436**	**123,168**	**186,689**	**59,404**	**257,365**	**23,581**
Bell	176.5	.0726	27.2	18.1	18.7	16.7	18.8	60.7	1,029,215	220,702	111,402	167,115	49,945	233,881	20,734
• Killeen	59.6	.0245	24.2	23.3	19.8	16.2	11.3	22.0	467,304	87,683	47,407	77,149	27,579	129,367	8,188
• Temple	47.4	.0195	33.6	10.3	17.0	17.2	30.4	18.4	415,617	90,195	44,076	77,882	19,992	87,405	11,781
Coryell	66.7	.0275	24.1	28.3	18.7	15.5	12.1	17.1	120,190	36,734	11,766	19,574	9,459	23,484	2,847
SUBURBAN TOTAL	136.2	.0561	24.9	23.4	18.8	16.2	14.8	37.4	266,484	79,558	31,685	31,658	11,833	40,593	3,612
LAREDO	**119.8**	**.0492**	**26.1**	**11.3**	**15.7**	**16.6**	**19.5**	**31.8**	**1,016,065**	**224,217**	**66,427**	**166,146**	**99,661**	**107,154**	**18,414**
Webb	119.8	.0492	26.1	11.3	15.7	16.6	19.5	31.8	1,016,065	224,217	66,427	166,146	99,661	107,154	18,414
• Laredo	110.5	.0454	26.0	11.5	15.5	16.2	19.8	29.5	1,007,207	224,195	65,363	165,766	99,630	107,144	18,407
SUBURBAN TOTAL	9.3	.0038	27.1	9.7	17.1	21.1	15.3	2.3	8,858	22	1,064	380	31	10	7
LONGVIEW - MARSHALL	**171.4**	**.0705**	**32.0**	**11.2**	**16.4**	**18.9**	**26.3**	**62.1**	**1,301,855**	**270,529**	**116,744**	**173,175**	**72,551**	**326,689**	**32,799**
Gregg	114.0	.0469	31.6	11.7	17.4	19.1	25.1	42.0	1,019,974	219,266	93,892	150,810	42,023	257,920	23,999
• Longview	75.0	.0308	31.4	12.3	17.9	19.0	24.6	27.9	780,371	160,303	77,030	137,409	38,692	161,398	16,668
Harrison	57.4	.0236	32.9	10.2	14.8	18.4	28.5	20.1	281,881	51,263	22,852	22,365	30,528	68,769	8,800
• Marshall	24.8	.0102	33.5	11.2	14.5	15.7	32.1	9.0	227,245	43,235	16,520	19,332	14.936	63,394	8,150
SUBURBAN TOTAL	71.6	.0295	32.3	10.1	15.8	19.8	25.9	25.2	294,239	66,991	23,194	16,434	18,923	101,897	7,981
LUBBOCK	**220.7**	**.0907**	**27.8**	**17.9**	**18.3**	**17.5**	**19.4**	**78.3**	**1,549,674**	**290,431**	**157,205**	**200,856**	**93,681**	**407,226**	**23,907**
Lubbock	220.7	.0907	27.8	17.9	18.3	17.5	19.4	78.3	1,549,674	290,431	157,205	200,856	93,681	407,226	23,907
• Lubbock	180.2	.0741	27.5	19.3	19.0	16.8	19.0	65.3	1,427,040	269,572	152,326	194,548	93,063	352,368	22,404
SUBURBAN TOTAL	40.5	.0166	29.5	11.6	16.1	20.6	20.6	13.0	122,634	20,859	4,879	6,308	618	54,858	1,503
McALLEN - EDINBURG - MISSION	**360.8**	**.1484**	**26.8**	**10.4**	**15.8**	**16.2**	**20.8**	**98.5**	**1,681,474**	**362,534**	**133,383**	**239,277**	**101,154**	**294,484**	**36,676**
Hidalgo	360.8	.1484	26.8	10.4	15.8	16.2	20.8	98.5	1,681,474	362,534	133,383	239,277	101,154	294,484	36,676
• Edinburg	32.2	.0132	26.6	13.5	16.5	15.7	20.6	9.3	164,370	51,182	14,354	14,265	8,972	39,577	4,690
• McAllen	83.4	.0343	28.6	9.7	17.3	17.6	21.4	25.0	905,670	126,962	74,952	143,987	72,679	158,553	18,218
• Mission	30.8	.0127	29.0	10.1	14.3	15.2	26.2	8.9	119,018	46,214	7,058	13,949	4,497	22,159	2,739
SUBURBAN TOTAL	214.4	.0882	25.7	10.3	15.2	15.9	19.9	55.3	492,416	138,176	37,019	67,076	15,006	74,195	11,029
MIDLAND	**114.8**	**.0472**	**30.6**	**11.5**	**19.0**	**19.6**	**22.0**	**42.0**	**1,161,797**	**223,995**	**104,415**	**171,428**	**69,831**	**198,074**	**20,587**
Midland	114.8	.0472	30.6	11.5	19.0	19.6	22.0	42.0	1,161,797	223,995	104,415	171,428	69,831	198,074	20,587
• Midland	103.0	.0423	30.7	11.3	19.1	19.2	22.7	38.1	1,100,099	219,856	103,513	171,357	69,728	182,651	20,576
SUBURBAN TOTAL	11.8	.0049	29.1	12.4	17.5	23.4	16.2	3.9	61,698	4,139	902	71	103	15,423	11
ODESSA	**136.8**	**.0563**	**29.3**	**12.9**	**18.9**	**19.1**	**20.1**	**49.7**	**1,412,505**	**265,418**	**152,610**	**188,758**	**89,321**	**335,850**	**20,308**
Ector	136.8	.0563	29.3	12.9	18.9	19.1	20.1	49.7	1,412,505	265,418	152,610	188,758	89,321	335,850	20,308
• Odessa	106.2	.0437	29.6	12.9	19.1	18.9	20.8	39.2	1,301,922	252,124	134,048	186,113	85,751	332,955	19,416
SUBURBAN TOTAL	30.6	.0126	28.2	12.9	18.2	19.9	17.8	10.5	110,583	13,294	18,562	2,645	3,570	2,895	892
SAN ANGELO	**98.4**	**.0404**	**31.5**	**13.9**	**16.6**	**17.9**	**26.3**	**36.0**	**768,481**	**151,741**	**76,455**	**102,632**	**43,849**	**173,135**	**16,107**
Tom Green	98.4	.0404	31.5	13.9	16.6	17.9	26.3	36.0	768,481	151,741	76,455	102,632	43,849	173,135	16,107
• San Angelo	86.7	.0356	31.0	14.6	17.0	17.2	26.0	32.0	750,717	149,085	75,327	102,239	43,692	171,224	16,039
SUBURBAN TOTAL	11.7	.0048	35.8	8.4	15.1	22.6	28.5	4.0	17,764	2,656	1,128	393	157	1,911	68
SAN ANTONIO	**1,251.2**	**.5145**	**29.8**	**12.1**	**17.6**	**18.7**	**22.2**	**422.8**	**7,188,738**	**1,636,205**	**876,006**	**865,456**	**397,741**	**1,424,013**	**123,921**
Bexar	1,144.8	.4707	29.5	12.3	17.9	18.5	21.6	385.0	6,808,667	1,538,670	842,804	842,177	381,789	1,343,555	114,406
• San Antonio	933.7	.3839	29.6	12.0	17.4	17.7	23.0	317.6	6,081,786	1,374,280	761,649	748,959	331,123	1,244,698	103,604
Comal	48.6	.0200	36.3	8.4	14.8	20.1	31.7	17.7	196,721	54,895	19,015	13,583	6,476	40,542	3,716
Guadalupe	57.8	.0238	32.5	11.0	15.5	20.5	25.6	20.1	183,350	42,640	14,187	9,696	9,476	39,916	5,799
SUBURBAN TOTAL	317.5	.1306	30.3	12.4	18.5	21.6	19.7	105.2	1,106,952	261,925	114,357	116,497	66,618	179,315	20,317
SHERMAN - DENISON	**97.9**	**.0403**	**35.1**	**10.4**	**15.4**	**18.8**	**31.2**	**37.7**	**578,149**	**114,275**	**48,549**	**75,175**	**24,779**	**135,511**	**19,893**
Grayson	97.9	.0403	35.1	10.4	15.4	18.8	31.2	37.7	578,149	114,275	48,549	75,175	24,779	135,511	19,893
• Denison	25.0	.0103	34.6	10.1	15.9	17.9	31.6	9.9	184,044	40,165	16,209	17,419	4,081	47,353	10,834
• Sherman	32.3	.0133	33.2	12.8	16.8	17.4	29.5	12.6	315,606	53,968	27,771	53,784	18,573	65,241	6,269
SUBURBAN TOTAL	40.6	.0167	37.1	8.5	14.1	20.8	32.3	15.2	78,499	20,142	4,569	3,972	2,125	22,917	2,790

Largest Circulation Daily and Sunday



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POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
TEXARKANA	121.6	.0500	33.1	9.3	16.1	18.2	28.8	44.7	772,662	165,909	66,154	109,582	34,092	145,519	24,583
Bowie	82.7	.0340	33.4	9.2	16.2	18.6	28.8	30.6	560,229	97,872	46,836	97,866	25,897	136,269	15,116
• Texarkana	34.3	.0141	33.5	9.9	16.2	15.5	32.1	13.4	443,415	63,238	33,878	84,710	22,889	113,671	11,199
Miller, Ark.	*38.9*	*.0160*	*32.6*	*9.3*	*16.0*	*17.4*	*28.7*	*14.1*	*192,433*	*68,037*	*19,318*	*11,716*	*8,195*	*9,250*	*9,567*
• Texarkana	*22.3*	*.0092*	*34.0*	*9.4*	*15.6*	*16.2*	*32.2*	*8.5*	*184,936*	*66,959*	*18,021*	*11,675*	*8,057*	*9,011*	*9,551*
SUBURBAN TOTAL	65.0	.0267	32.6	8.9	16.3	20.3	25.8	22.8	144,311	35,712	14,255	13,197	3,146	22,837	3,933
TYLER	156.2	.0643	32.6	10.8	16.6	19.0	27.0	57.1	978,515	184,702	78,525	151,347	44,206	230,642	29,101
Smith	156.2	.0643	32.6	10.8	16.6	19.0	27.0	57.1	978,515	184,702	78,525	151,347	44,206	230,642	29,101
• Tyler	78.2	.0322	32.0	12.1	17.0	17.8	27.2	29.6	871,412	160,563	70,295	148,051	41,485	215,750	25,010
SUBURBAN TOTAL	78.0	.0321	33.1	9.4	16.3	20.1	26.8	27.5	107,103	24,139	8,230	3,296	2,721	14,892	4,091
VICTORIA	78.2	.0321	29.6	11.6	18.1	19.0	21.3	26.7	578,852	119,902	48,151	77,850	26,375	116,686	9,696
Victoria	78.2	.0321	29.6	11.6	18.1	19.0	21.3	26.7	578,852	119,902	48,151	77,850	26,375	116,686	9,696
• Victoria	58.1	.0239	29.5	12.2	18.2	18.3	21.6	20.2	568,925	118,508	43,911	77,727	26,269	116,274	9,688
SUBURBAN TOTAL	20.1	.0082	30.1	9.8	17.7	21.0	20.3	6.5	9,927	1,394	4,240	123	106	412	8
WACO	190.7	.0784	32.0	14.7	15.2	17.0	28.5	69.6	1,117,515	247,426	116,595	160,716	48,096	233,774	22,401
McLennan	190.7	.0784	32.0	14.7	15.2	17.0	28.5	69.6	1,117,515	247,426	116,595	160,716	48,096	233,774	22,401
• Waco	108.5	.0446	31.0	18.4	14.9	14.1	29.9	40.8	884,679	165,051	100,258	150,221	39,038	179,684	17,617
SUBURBAN TOTAL	82.2	.0338	33.4	9.9	15.5	20.8	26.6	28.8	232,836	82,375	16,337	10,495	9,058	54,090	4,784
WICHITA FALLS	126.8	.0521	31.3	14.5	17.0	18.7	25.1	45.9	960,340	163,448	92,211	153,383	56,156	223,867	22,024
Wichita	126.8	.0521	31.3	14.5	17.0	18.7	25.1	45.9	960,340	163,448	92,211	153,383	56,156	223,867	22,024
• Wichita Falls	99.5	.0409	30.7	15.6	17.7	17.5	24.9	36.2	848,021	138,624	85,367	135,920	54,690	178,825	19,613
SUBURBAN TOTAL	27.3	.0112	33.9	10.3	14.4	22.9	25.6	9.7	112,319	24,824	6,844	17,463	1,466	45,042	2,411
OTHER COUNTIES															
Anderson	47.4	.0194	32.4	13.5	17.8	16.0	29.3	14.8	259,192	67,659	17,057	15,806	10,045	55,425	7,969
Andrews	16.2	.0067	29.2	11.6	16.0	19.3	21.5	5.3	78,004	20,733	6,866	3,517	917	25,740	2,811
Angelina	71.8	.0295	31.3	10.4	16.6	18.8	25.0	24.7	389,708	92,467	30,992	57,202	18,903	79,442	13,562
Aransas	18.5	.0076	37.1	8.4	12.9	17.8	34.8	6.8	82,833	29,612	9,572	2,348	4,133	5,496	1,283
Archer	8.4	.0035	34.6	9.3	14.7	20.0	29.4	3.0	25,799	6,587	1,138	1,219	166	10,955	876
Armstrong	2.1	.0009	40.2	6.8	12.6	19.7	37.6	.8	12,960	2,652	1,000		193	4,123	208
Atascosa	30.1	.0123	31.1	9.4	14.5	18.3	26.0	10.0	96,976	33,709	5,433	5,105	1,533	15,912	1,958
Austin	21.7	.0090	36.8	8.2	14.0	17.9	34.4	7.9	121,363	27,811	8,730	11,529	2,491	33,034	4,863
Bailey	8.1	.0033	31.3	10.0	13.4	19.0	26.1	2.7	27,940	4,538	2,200	1,161	938	10,753	400
Bandera	9.6	.0039	42.0	6.6	12.0	19.4	39.8	3.7	25,496	10,382	1,318	593	835	5,547	814
Bastrop	35.3	.0145	34.5	9.2	14.8	17.4	31.9	12.6	124,081	45,398	12,738	6,523	2,757	24,321	3,408
Baylor	4.9	.0021	43.3	6.8	11.9	17.4	42.6	1.9	43,011	8,448	2,191	1,549	321	12,780	1,351
Bee	27.4	.0112	28.7	13.0	16.9	17.2	22.2	8.8	134,053	36,461	11,457	10,779	5,887	25,500	4,469
Blanco	5.7	.0023	41.0	7.4	12.2	18.0	39.9	2.4	15,797	5,152	3,040		245	796	110
Borden	.9	.0004	34.2	8.2	13.1	20.9	28.1	.3	149	50					
Bosque	14.9	.0061	45.6	6.7	11.4	15.8	46.2	6.1	57,978	12,713	3,186	2,566	1,837	14,190	2,543
Brewster	7.8	.0032	30.1	17.1	16.0	16.2	25.9	2.9	40,408	11,826	3,110	3,519	546	9,941	2,027
Briscoe	2.3	.0009	35.7	8.1	14.1	16.8	34.1	1.0	5,676	2,260	208		85	1,374	225
Brooks	9.2	.0038	31.4	10.2	13.4	17.7	27.4	2.8	38,114	12,559	3,377	924	1,463	8,614	1,029
Brown	36.6	.0151	34.9	10.2	14.5	17.3	32.6	13.9	204,513	47,931	19,142	24,921	8,191	34,032	7,753
Burleson	14.8	.0060	37.1	9.1	12.8	16.8	35.7	5.2	77,676	21,861	4,936	3,141	1,981	23,052	1,552
Burnet	24.9	.0103	42.8	6.7	12.0	16.5	42.5	10.1	169,636	30,272	13,609	32,071	9,009	23,135	3,923
Caldwell	27.6	.0113	30.6	13.4	14.2	15.5	28.2	8.9	100,187	29,881	8,632	9,765	3,180	24,280	2,146
Calhoun	21.3	.0088	30.7	10.9	15.6	20.2	23.0	7.3	102,842	32,072	7,205	8,432	3,132	16,815	3,177
Callahan	13.2	.0054	38.8	7.6	13.1	19.8	35.4	4.8	34,289	13,006	3,070	1,012	366	10,044	1,013
Camp	10.1	.0041	35.0	8.8	14.7	16.5	33.5	3.9	42,953	6,273	3,582	1,098	3,148	11,964	1,791
Carson	6.9	.0029	34.9	8.3	14.3	20.0	29.8	2.4	16,634	6,667	1,230		146	3,114	321
Cass	31.8	.0131	34.9	8.7	14.1	18.5	31.3	11.3	90,617	31,118	4,476	12,506	3,866	14,893	3,318
Castro	10.4	.0042	27.4	9.3	15.5	18.6	19.6	3.3	31,537	10,842	1,480	613	388	7,686	584
Chambers	22.6	.0093	29.9	10.4	18.4	19.9	20.7	7.8	67,605	22,331	2,663	1,905	824	17,436	2,966
Cherokee	42.7	.0176	36.3	9.2	13.9	17.9	33.8	15.3	179,184	36,886	9,890	21,718	3,126	49,140	4,164
Childress	6.6	.0027	40.4	7.8	12.2	17.4	39.1	2.6	28,897	11,656	3,047	1,195	469	6,065	998
Clay	10.3	.0042	38.3	8.6	13.0	20.3	34.4	4.1	55,151	11,408	3,663	2,765	1,544	8,480	2,715
Cochran	5.1	.0021	29.7	9.8	13.2	18.9	24.1	1.6	13,351	2,460	306	192	555	5,743	183
Coke	3.3	.0014	45.3	7.1	10.1	17.7	44.2	1.3	14,617	3,880	337	150	178	8,098	
Coleman	10.5	.0043	43.8	7.3	11.0	15.3	44.2	4.3	36,261	12,586	1,790	1,791	437	7,079	1,379
Collingsworth	4.4	.0018	38.4	8.1	12.4	15.7	38.0	1.7	19,737	4,755	723	799	544	6,506	600
Colorado	20.1	.0083	36.9	9.2	13.7	17.5	34.7	7.5	108,161	30,390	9,023	2,841	3,339	27,219	3,911
Comanche	12.9	.0053	42.0	6.9	12.0	17.6	41.1	4.9	47,256	13,936	2,515	4,601	1,088	11,286	1,468
Concho	2.9	.0012	40.2	6.8	12.9	15.2	40.6	1.1	12,442	1,900	216	369	51	6,519	183
Cooke	30.8	.0126	33.4	10.6	15.3	17.5	30.1	11.3	163,029	38,110	12,466	18,793	5,005	31,054	3,880
Cottle	2.6	.0010	40.7	7.3	11.9	17.0	39.9	1.1	12,057	3,572	718	519	182	3,240	314
Crane	4.8	.0020	29.4	10.8	15.3	18.8	22.7	1.7	39,322	15,849	1,662	1,106	610	13,445	2,240
Crockett	4.7	.0019	30.0	10.2	16.3	19.9	22.0	1.6	45,873	10,515	1,239	699	941	9,106	1,350
Crosby	8.4	.0035	32.3	9.8	11.5	18.6	28.2	2.8	18,100	6,971	290	1,062	451	5,469	356
Culberson	3.5	.0014	26.9	10.7	15.0	19.2	18.6	1.0	46,629	7,312	3,273	300	975	7,920	717
Dallam	6.9	.0029	31.5	9.4	15.4	18.4	26.1	2.6	29,298	5,420	3,462	1,641	78	9,796	332
Dawson	16.4	.0067	31.8	9.3	14.3	17.7	27.8	5.5	82,299	24,720	5,946	5,050	3,074	19,383	4,483
Deaf Smith	21.1	.0087	27.9	9.7	16.0	18.3	20.3	6.6	71,644	23,231	6,007	3,654	2,814	15,953	1,795
Delta	4.8	.0020	43.9	6.5	10.1	16.0	45.1	1.8	9,817	3,823	271	134	239	3,129	118
De Witt	19.6	.0080	39.3	8.2	12.8	15.5	38.9	7.2	102,923	24,318	7,478	9,604	2,551	25,409	4,680
Dickens	3.2	.0013	40.7	7.3	11.1	16.6	40.2	1.3	15,346	5,073	929	618		3,945	723
Dimmit	12.2	.0051	27.2	10.3	15.5	15.5	22.5	3.4	30,973	11,782	1,637	4,501	232	2,386	337
Donley	4.1	.0016	41.6	9.6	11.2	16.5	41.8	1.6	34,357	7,065	1,169	4,108	1,263	14,397	1,952
Duval	13.4	.0056	31.0	9.7	13.2	16.3	28.5	4.2	37,710	15,509	2,626	1,884	952	6,399	718
Eastland	19.9	.0081	41.2	10.5	11.9	15.6	41.1	8.0	105,960	30,145	10,342	2,758	2,422	27,667	4,295
Edwards	2.0	.0008	33.4	6.6	13.0	19.4	28.5	.7	7,085	2,448	487	154		105	142
Erath	25.6	.0105	35.2	14.6	13.8	16.0	34.3	10.2	119,479	29,105	11,906	9,839	2,324	30,981	4,400

TEXAS (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Falls	18.5	.0077	41.2	8.3	11.8	15.0	41.2	7.3	58,853	17,386	2,418	8,479	1,276	6,676	4,210
Fannin	24.8	.0101	41.4	7.6	11.9	17.5	40.4	9.9	91,962	21,780	3,990	6,152	2,128	37,164	4,442
Fayette	20.4	.0084	43.1	8.1	12.4	15.2	43.3	8.2	147,819	32,992	21,587	9,833	3,824	27,181	4,491
Fisher	5.6	.0023	40.0	6.9	11.6	17.2	39.1	2.1	14,254	3,837	1,225	793	619	4,004	1,170
Floyd	9.2	.0038	33.2	8.6	12.5	18.2	29.6	3.1	27,536	5,356	1,451	1,051	146	10,392	847
Foard	2.1	.0009	43.8	6.6	11.6	16.2	43.5	.9	7,080	2,770	344			2,291	148
Franklin	7.9	.0033	38.7	7.6	13.6	17.9	36.8	3.1	25,873	8,123	889	571	1,647	4,751	1,751
Freestone	17.8	.0073	37.2	8.3	13.4	15.9	36.7	6.5	55,692	19,210	6,369	3,153	1,491	9,536	1,423
Frio	15.0	.0062	27.5	9.9	14.5	16.4	22.8	4.4	35,074	11,571	2,846	1,314	949	7,043	1,222
Gaines	15.0	.0061	28.9	10.4	14.9	19.3	21.5	4.8	56,565	16,255	5,364	984	3,083	22,451	2,167
Garza	5.2	.0021	33.0	9.2	13.8	18.6	28.6	1.8	21,535	8,788	1,318	381	707	954	378
Gillespie	16.1	.0066	42.5	7.1	11.8	17.3	41.8	6.4	110,399	29,730	8,242	5,399	5,127	20,293	2,234
Glasscock	1.3	.0005	27.6	9.5	15.7	18.1	20.3	.4	825	588	149				
Goliad	5.5	.0023	34.9	8.8	13.6	17.4	32.7	1.9	22,484	9,443	1,386	576	202	5,439	977
Gonzales	18.1	.0074	35.7	8.8	12.9	16.1	34.7	6.4	105,423	28,077	6,538	15,834	5,013	18,436	3,758
Gray	26.7	.0110	35.4	9.8	14.6	19.2	31.3	10.4	201,855	55,461	14,442	24,511	10,054	38,995	3,811
Grimes	18.9	.0077	39.3	8.6	12.9	14.6	39.9	5.7	89,595	14,508	4,436	14,206	1,150	27,026	1,604
Hale	37.5	.0154	30.4	10.8	14.9	17.9	25.3	12.4	151,631	35,090	13,025	22,401	6,273	38,447	5,512
Hall	5.2	.0021	39.6	7.2	12.4	16.5	39.2	2.0	17,145	5,737	1,191	1,544	257	1,782	726
Hamilton	8.7	.0036	47.4	6.4	10.7	16.0	47.3	3.7	27,775	8,850	1,923	2,021	1,255	3,640	1,631
Hansford	6.5	.0027	32.3	9.2	16.3	21.2	24.3	2.4	31,233	7,793	2,108	1,320	1,238	11,018	1,197
Hardeman	6.2	.0025	40.5	7.3	11.4	16.3	40.3	2.4	18,530	8,081	2,503	468	297	958	517
Hartley	4.3	.0018	35.0	6.5	14.9	21.6	28.5	1.3	17,889	7,707	332		1,884	5,737	
Haskell	7.4	.0030	42.3	7.2	11.1	15.8	41.9	2.8	34,429	7,739	1,977	2,268	820	11,923	1,553
Hemphill	6.2	.0026	29.0	12.4	17.7	18.1	21.2	2.1	29,686	5,303	1,806		845	3,659	1,320
Henderson	58.5	.0240	39.3	8.4	12.3	18.2	37.2	22.8	173,494	47,717	9,754	16,806	3,114	39,047	8,319
Hill	27.5	.0113	40.9	8.0	12.1	16.4	40.5	10.6	141,218	34,342	10,940	13,699	2,808	32,374	4,468
Hockley	25.3	.0104	28.6	13.0	15.3	18.0	22.2	8.4	93,018	26,450	7,767	6,674	1,243	31,111	2,888
Hood	27.6	.0113	37.2	8.9	15.0	18.8	34.0	10.7	123,349	27,746	11,757	15,230	1,664	34,365	2,620
Hopkins	29.3	.0121	35.5	9.0	15.1	17.7	32.9	11.1	145,420	30,570	17,611	13,785	3,150	40,727	4,175
Houston	24.9	.0102	35.6	8.7	18.0	17.1	33.6	8.6	82,695	20,001	5,309	6,942	2,748	28,409	3,065
Howard	34.9	.0144	34.1	10.2	14.9	19.9	28.8	13.1	274,762	66,969	25,550	37,830	8,142	64,748	7,311
Hudspeth	2.6	.0010	28.1	10.4	14.6	18.6	21.3	.8	5,606	2,412	192	86	71	859	
Hunt	66.4	.0273	34.9	11.5	13.9	19.8	30.0	24.9	316,111	82,996	30,083	31,952	13,165	54,893	9,688
Hutchinson	27.9	.0115	34.2	9.9	15.4	17.9	30.9	10.6	170,110	50,039	15,369	17,034	5,172	33,156	6,629
Irion	1.7	.0007	34.8	8.4	13.9	20.5	29.2	.5	2,554	1,051				50	
Jack	7.9	.0033	37.5	8.8	14.1	17.2	35.8	3.0	25,387	6,971	3,861	1,409	522	5,546	651
Jackson	13.6	.0055	33.6	10.0	14.4	18.4	29.6	4.8	67,421	20,922	2,943	3,160	1,556	24,807	1,522
Jasper	34.5	.0142	33.7	8.9	14.2	18.9	29.2	12.3	165,105	38,849	8,111	19,053	5,284	35,872	4,299
Jeff Davis	1.8	.0008	35.0	8.2	15.2	19.2	30.8	.6	5,500	3,550	945				
Jim Hogg	5.5	.0023	30.6	9.4	14.3	17.3	26.4	1.8	44,279	8.940	1,953	2,239	1,556	9,618	1,411
Jim Wells	39.5	.0162	29.4	10.5	15.7	17.8	23.4	12.5	233,936	63,953	18,483	16,851	7,679	58,576	4,515
Jones	18.2	.0075	38.1	7.6	12.6	17.7	36.1	6.7	77,526	17,176	3,854	2,292	1,248	30,108	2,900
Karnes	13.6	.0056	33.1	10.0	13.5	15.6	31.8	4.6	78,311	20,221	4,953	3,040	1,955	27,041	1,478
Kendall	14.6	.0060	37.9	7.2	12.8	22.4	32.4	5.1	82,033	18,939	5,528	1,971	1,009	36,860	1,470
Kenedy	.5	.0002	31.9	13.6	9.6	17.4	29.6	.2	2,568	1,039		1,529			
Kent	1.2	.0005	42.4	8.8	11.0	16.5	40.8	.4	6,401	1,401	149	1,326	111	2,145	
Kerr	37.4	.0154	43.2	7.9	12.0	16.3	43.0	14.7	204,767	50,675	19,499	22,887	7,376	28,727	5,662
Kimble	4.2	.0017	40.3	7.0	11.7	18.4	38.7	1.6	37,131	8,100	3,076	2,315	487	8,042	262
King	.4	.0001	29.2	11.8	16.5	18.2	22.3	.2	1,289	139				97	
Kinney	2.6	.0011	34.9	7.9	13.2	14.9	34.9	.8	3,383	567	383	61	55	1,345	
Kleberg	33.7	.0139	26.4	17.9	18.2	16.1	18.1	10.8	179,054	58,792	21.756	14,686	6,281	32,982	3,260
Knox	5.2	.0021	41.6	7.7	10.9	16.0	41.0	1.9	15,784	7,670	809	440	128	1,031	1,786
Lamar	45.2	.0186	35.6	9.4	13.7	18.6	32.2	17.0	242,176	44,818	21,278	37,126	10,888	50,965	7,444
Lamb	18.0	.0074	33.1	8.8	13.5	17.6	29.9	6.1	58,420	19,344	3,608	2,034	1,608	12,462	2,895
Lampasas	14.4	.0059	36.0	8.0	14.0	19.8	31.6	5.4	47,755	11,113	3,089	5,504	1,064	14,804	1,712
La Salle	5.7	.0024	30.0	9.5	13.7	17.5	25.6	1.8	14,146	3,734	575	2,622	55	2,673	731
Lavaca	19.7	.0081	40.6	8.0	12.4	15.4	40.7	7.5	101,876	34,352	3,197	2,923	4,692	22,201	4,366
Lee	13.3	.0054	35.3	9.3	13.1	16.7	33.6	4.7	140,652	35,849	13,221	3,165	10,256	28,044	2,601
Leon	12.6	.0052	43.0	7.0	11.3	15.8	43.1	5.3	61,394	14,829	6,465	1,735	4,107	8,566	1,481

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TEXAS (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Limestone	23.6	.0097	39.3	8.8	13.2	16.2	38.7	8.6	79,611	25,005	3,715	8,073	3,477	13,411	2,166
Lipscomb	4.0	.0017	33.6	8.3	15.2	19.6	28.3	1.4	14,263	4,341	1,805	694	293	2,176	219
Live Oak	10.4	.0043	33.5	9.7	14.6	18.3	29.5	3.5	47,673	13,079	3,466	142	380	13,249	1,004
Llano	12.6	.0051	55.8	5.0	9.2	14.3	56.6	5.5	48,658	14,391	3,201	1,610	1,822	10,488	1,282
Loving	.1	.0001	44.5	10.0	8.0	25.0	43.0	.1	268	115					
Lynn	8.1	.0034	32.4	9.2	12.4	18.9	27.9	2.6	13,728	5,292	691	496	180	5,157	439
McCulloch	9.3	.0038	41.6	6.9	11.9	15.7	41.6	3.6	39,593	13,831	2,959	2,659	3,003	9,186	631
McMullen	.8	.0003	38.0	8.9	13.3	20.2	34.0	.3	2,409	1,012	115			120	
Madison	11.9	.0049	29.2	23.3	11.2	13.8	29.7	3.6	55,074	12,428	6,088	1,785	1,824	13,573	1,895
Marion	10.8	.0045	37.6	8.8	12.4	17.2	35.9	4.2	25,766	4,537	2,289	1,044	479	7,676	1,811
Martin	4.9	.0020	32.7	8.3	13.5	19.7	27.3	1.6	19,226	2,347	789		62	10,340	232
Mason	3.9	.0016	43.7	6.2	12.2	16.9	43.4	1.6	12,534	3,408	1,109	502	212	1,917	340
Matagorda	44.3	.0182	30.3	11.7	17.4	18.0	23.8	15.8	181,778	54,347	18,000	8,086	5,632	39,945	5,084
Maverick	39.0	.0160	25.1	10.7	15.1	17.2	17.8	9.7	158,128	40,835	6,474	16,024	6,804	19,456	4,145
Medina	26.2	.0108	33.2	8.5	14.4	18.4	28.9	8.8	125,979	30,022	6,032	6,396	1,947	62,874	1,901
Menard	2.4	.0010	41.7	6.4	12.3	15.8	41.8	.9	12,574	4,703	322			2,932	146
Milam	25.0	.0103	36.3	8.4	13.2	16.9	34.6	9.0	68,392	14,503	3,150	9,031	2,140	16,362	2,291
Mills	4.6	.0019	47.3	6.3	10.7	15.9	47.4	1.9	16,160	4,030	893	275	485	1,607	628
Mitchell	9.0	.0037	36.8	8.0	12.9	15.3	36.5	3.3	47,041	13,800	3,122	1,101	1,743	8,325	3,318
Montague	18.6	.0076	40.9	7.9	12.0	17.6	39.8	7.3	80,060	16,861	4,818	13,368	2,630	22,135	3,740
Moore	17.7	.0073	29.7	10.1	16.6	19.6	21.6	6.0	94,026	25,553	7,092	8,134	4,216	21,965	3,104
Morris	15.3	.0063	33.3	9.9	15.4	18.4	29.0	5.4	58,818	18,834	3,639	1,908	2,442	14,328	2,492
Motley	1.7	.0007	44.0	6.4	12.8	14.1	44.4	.8	3,695	988	101	74		1,040	263
Nacogdoches	52.7	.0217	28.6	21.8	16.1	15.4	24.4	18.8	256,729	59,477	18,718	18,002	11,240	56,397	11,156
Navarro	39.7	.0163	37.2	8.8	13.7	17.1	35.6	15.2	242,893	48,966	20,241	16,660	8,248	53,255	6,062
Newton	14.2	.0058	32.6	8.6	13.9	18.3	28.4	5.0	29,015	10,937	1,146	1,300	266	6,493	1,295
Nolan	17.7	.0073	34.7	8.6	14.8	17.7	31.9	6.5	105,384	23,396	8,198	8,564	2,577	22,206	6,936
Ochiltree	10.6	.0043	30.4	11.6	17.9	18.8	22.9	3.7	75,703	18,346	5,554	4,612	1,600	19,537	2,955
Oldham	2.4	.0010	27.7	7.9	14.5	19.0	20.4	.7	8,142	2,095	965		115	196	339
Palo Pinto	26.2	.0107	36.0	9.2	14.2	18.9	32.5	10.0	197,272	49,365	14,060	9,899	6,628	48,840	6,635
Panola	23.7	.0098	34.9	9.7	14.3	18.4	31.5	8.4	89,203	22,557	6,026	5,082	1,845	28,254	3,420
Parmer	11.3	.0046	29.5	9.4	15.2	19.4	22.3	3.4	19,117	7,167	1,116	290	175	6,832	307
Pecos	16.5	.0068	28.1	10.8	15.9	19.2	19.7	4.9	123,693	36,454	9,619	8,535	4,376	22,059	2,540
Polk	32.1	.0132	37.4	8.1	12.7	17.1	35.9	12.0	117,644	28,068	7,159	16,694	3,722	22,709	2,378
Presidio	5.4	.0022	33.0	7.8	12.2	17.6	30.0	1.8	19,518	2,862	817	6,685	796	1,748	291
Rains	5.9	.0024	40.5	7.9	12.1	18.5	38.8	2.5	17,643	7,177	362		3,588	1,208	721
Reagan	5.1	.0021	26.6	11.6	18.4	16.4	18.1	1.5	28,063	6,420	1,584	1,525		12,531	501
Real	2.7	.0011	38.2	7.2	11.1	19.6	35.1	1.0	6,119	2,253	605			573	284
Red River	16.5	.0068	38.5	7.7	12.8	16.3	37.8	6.3	79,319	13,806	3,170	16,835	1,307	5,371	1,660
Reeves	15.7	.0064	27.7	10.5	15.5	18.0	20.8	4.8	85,457	24,573	4,916	6,852	2,322	27,335	3,200
Refugio	9.1	.0038	33.3	10.0	13.5	18.2	29.6	3.1	62,288	16,111	5,764	1,742	490	16,508	1,785
Roberts	1.1	.0004	33.1	7.0	15.4	20.6	26.4	.4	4,369	1,835	193		623		
Robertson	15.8	.0065	38.0	8.2	11.7	14.5	38.6	6.2	71,385	19,460	3,655	9,610	759	22,039	2,266
Runnels	12.3	.0051	39.1	7.9	11.8	16.3	38.5	4.8	64,936	21,132	3,865	3,742	1,248	16,412	1,633
Rusk	46.4	.0190	35.5	8.9	14.6	17.1	33.6	16.8	155,037	32,584	10,253	21,396	9,013	39,746	5,672
Sabine	10.4	.0043	40.9	8.3	10.8	17.0	40.2	4.2	30,819	7,604	1,176	1,089	1,833	7,311	1,220
San Augustine	8.8	.0036	39.0	7.9	11.3	17.4	37.6	3.3	25,869	5,375	1,403	959	1,306	8,577	1,338
San Jacinto	15.4	.0064	35.6	7.8	13.2	19.9	31.1	5.8	16,215	6,420	1,359	163	171	3,447	528
San Saba	5.7	.0024	41.8	6.0	12.2	15.9	41.7	2.4	19,465	6,314	505	541	525	6,548	313
Schleicher	3.0	.0012	32.6	10.0	15.4	18.5	27.8	1.0	7,470	4,007	469	830		1,533	
Scurry	19.8	.0081	32.2	11.1	15.1	18.2	27.6	7.1	97,041	25,462	10,307	8,324	4,581	23,943	4,363
Shackelford	4.1	.0017	36.6	8.8	14.0	16.6	35.3	1.5	14,256	4,714	1,170	255	224	3,638	510
Shelby	25.0	.0103	37.3	8.5	12.9	17.6	35.3	9.4	99,031	28,480	3,803	12,978	4,422	16,278	4,836
Sherman	3.0	.0012	34.2	8.5	15.0	21.4	27.5	1.1	7,914	628	268	119	157	4,049	120
Somervell	4.7	.0019	32.3	10.5	17.6	17.1	28.1	1.9	10,635	5,713	1,311	462	221	932	267
Starr	35.9	.0148	25.7	10.3	13.4	17.4	20.1	9.2	87,994	39,032	3,949	5,060	4,754	12,112	783
Stephens	10.6	.0043	36.6	8.8	14.2	17.8	34.2	4.3	66,276	18,313	4,933	1,760	1,516	19,204	6,936
Sterling	1.5	.0006	32.2	9.5	14.9	16.7	29.1	.4	4,000	2,293					
Stonewall	2.3	.0010	42.1	7.5	11.6	17.3	41.0	1.0	7,615	2,640	1,734		51	938	597
Sutton	6.0	.0024	29.3	10.3	19.2	19.5	19.6	1.8	28,489	7,957	4,042	1,042	382	8,423	352

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TEXAS (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Swisher	9.3	.0039	33.0	8.9	13.0	18.8	28.6	3.3	35,085	11,305	2,180	1,461	300	7,019	4,420
Terrell	1.4	.0006	33.5	7.6	16.0	19.6	28.0	.6	7,289	406	508	750	81	3,093	
Terry	15.2	.0062	30.7	9.9	14.0	18.8	25.2	5.2	69,196	18,379	4,554	5,184	1,520	21,027	3,868
Throckmorton	2.1	.0009	43.4	6.6	10.6	18.4	43.3	.9	8,895	2,500	339			3,483	259
Titus	24.3	.0100	33.9	9.6	14.9	17.4	31.0	8.8	173,289	28,858	13,051	20,118	7,099	36,039	9,276
Trinity	11.6	.0047	40.8	7.3	11.5	17.2	40.0	4.6	38,862	11,846	1,923	1,571	433	11,826	1,199
Tyler	21.0	.0087	38.1	7.7	11.8	18.2	35.8	7.8	65,322	19,739	2,375	10,925	1,355	18,020	3,046
Upshur	33.5	.0138	34.2	9.0	14.8	18.7	30.2	12.0	93,387	17,279	5,697	8,203	1,155	26,036	3,840
Upton	5.2	.0021	29.1	11.3	15.6	18.2	22.7	1.7	20,989	9,388	1,410	1,717	227	581	447
Uvalde	24.7	.0102	30.3	10.6	14.6	17.6	25.5	7.8	105,682	31,056	9,303	10,078	3,322	16,133	3,224
Val Verde	42.3	.0173	27.0	11.7	16.9	18.0	18.5	12.5	235,411	61,654	21,066	16,587	7,453	60,280	2,846
Van Zandt	40.5	.0167	38.9	7.5	12.6	19.6	35.8	15.2	110,175	25,741	5,107	2,894	1,640	29,496	8,713
Walker	52.7	.0217	30.0	21.3	21.7	19.4	19.6	16.1	251,108	52,708	33,884	24,995	6,789	55,827	6,526
Ward	15.5	.0064	30.0	10.4	16.2	19.0	22.9	5.1	73,222	21,923	6,073	7,595	3,420	16,017	2,033
Washington	25.2	.0104	36.2	11.4	13.6	16.5	34.9	9.0	231,015	60,086	11,770	19,074	8,711	52,496	9,087
Wharton	42.9	.0177	32.3	10.5	15.3	17.7	28.1	15.2	240,788	60,259	17,555	20,256	11,081	74,678	6,614
Wheeler	8.0	.0033	37.2	8.5	13.0	18.2	34.7	3.2	43,880	14,185	4,169	2,061	1,345	8,550	1,326
Wilbarger	16.6	.0068	37.6	9.0	13.7	16.3	36.7	6.2	89,621	23,580	9,544	10,045	3,245	18,435	4,339
Willacy	18.5	.0076	27.5	10.3	14.5	15.9	23.3	4.9	52,230	16,988	1,960	2,522	3,424	14,679	1,376
Wilson	19.6	.0081	32.7	9.0	14.6	18.8	27.9	6.5	65,425	23,250	2,327	4,134	1,376	18,756	1,065
Winkler	10.5	.0043	30.5	10.5	15.0	18.6	24.6	3.5	65,669	9,916	3,784	4,181	3,490	21,110	2,733
Wise	34.3	.0141	34.8	9.0	14.6	21.1	28.7	12.3	185,192	38,631	4,164	16,039	1,530	81,139	2,954
Wood	29.7	.0122	39.4	9.1	12.3	17.6	38.1	11.2	115,894	31,731	6,853	12,953	3,089	27,291	4,509
Yoakum	10.1	.0042	28.9	10.7	17.0	18.8	20.8	3.4	37,275	13,247	1,209	2,306	651	8,652	518
Young	20.6	.0084	37.1	8.8	14.3	18.0	34.7	8.2	103,453	28,577	8,029	17,416	4,223	20,749	2,132
Zapata	8.4	.0035	32.8	8.5	12.1	14.8	32.5	2.6	22,211	9,078	1,988	653	347	2,738	314
Zavala	12.1	.0050	26.4	10.1	14.8	15.3	22.0	3.2	24,668	10,145	2,577	700	1,150	2,246	928
TOTAL METRO COUNTIES	**13,453.5**	**5.5319**	**29.8**	**12.6**	**19.4**	**19.6**	**20.3**	**4,776.7**	**88,428,468**	**18,580,048**	**9,544,249**	**10,951,434**	**4,673,021**	**19,170,134**	**2,096,597**
TOTAL STATE	**16,738.1**	**6.8821**	**30.4**	**12.1**	**18.3**	**19.2**	**22.5**	**5,944.1**	**103,411,931**	**22,512,265**	**10,658,916**	**12,203,175**	**5,154,778**	**22,692,334**	**2,579,100**

TEXAS

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ABILENE	**1,318,764**	**20,953**	**27.1**	**27.8**	**13.6**	**10.9**	**.0557**
Taylor	1,318,764	20,953	27.1	27.8	13.6	10.9	.0557
• Abilene	1,187,647	20,990	27.3	28.1	13.6	10.8	.0509
SUBURBAN TOTAL	131,117	20,604	25.0	25.6	13.8	11.9	.0048
AMARILLO	**2,427,055**	**24,011**	**23.5**	**28.5**	**16.0**	**14.0**	**.0859**
Potter	1,077,744	19,456	27.8	28.8	12.3	7.5	.0475
• Amarillo	1,895,521	22,268	25.3	29.1	14.8	11.2	.0731
Randall	1,349,311	30,798	18.1	28.1	20.5	21.9	.0384
SUBURBAN TOTAL	531,534	35,991	13.3	25.2	22.5	29.4	.0128
AUSTIN	**9,525,126**	**24,769**	**22.4**	**25.0**	**16.1**	**17.9**	**.3162**
Hays	571,075	20,978	25.1	23.7	13.2	15.4	.0189
Travis	7,643,883	24,509	22.8	24.9	15.6	18.2	.2567
• Austin	6,043,498	22,808	24.1	25.5	14.8	15.6	.2174
Williamson	1,310,168	28,514	18.5	26.2	20.6	17.3	.0406
SUBURBAN TOTAL	3,481,628	29,771	18.8	24.0	18.8	22.8	.0988
BEAUMONT - PORT ARTHUR	**4,703,210**	**27,611**	**18.4**	**25.7**	**19.8**	**16.9**	**.1614**
Hardin	476,105	26,663	17.5	29.6	19.9	12.3	.0154
Jefferson	3.140,495	26,557	19.3	25.0	18.8	16.7	.1102
• Beaumont	1,487,535	24,373	20.6	23.7	16.9	16.7	.0577
• Port Arthur	691,055	22,685	20.1	26.3	16.4	12.3	.0247
Orange	1,086,610	31,156	16.3	26.2	22.6	19.6	.0358
SUBURBAN TOTAL	2,524,620	30,740	16.5	27.0	22.7	18.4	.0790
BRAZORIA	**2,733,957**	**34,949**	**13.9**	**24.5**	**25.3**	**24.6**	**.0823**
Brazoria	2,733,957	34,949	13.9	24.5	25.3	24.6	.0823
SUBURBAN TOTAL	2,733,957	34,949	13.9	24.5	25.3	24.6	.0823
BROWNSVILLE - HARLINGEN	**1,733,555**	**16,693**	**28.4**	**24.3**	**9.9**	**8.0**	**.0773**
Cameron	1,733,555	16,693	28.4	24.3	9.9	8.0	.0773
• Brownsville	659,364	16,643	27.8	24.2	9.9	8.2	.0332
• Harlingen	426,014	17,274	28.9	24.9	10.2	8.3	.0210
SUBURBAN TOTAL	648,177	16,382	28.9	24.1	9.8	7.5	.0231
BRYAN - COLLEGE STATION	**1,385,703**	**20,783**	**24.4**	**22.4**	**13.5**	**15.6**	**.0498**
Brazos	1,385,703	20,783	24.4	22.4	13.5	15.6	.0498
• Bryan	757,458	23,075	23.5	25.1	14.4	16.6	.0278
• College Station	511,442	16,557	26.4	18.2	11.0	13.4	.0191
SUBURBAN TOTAL	116,803	27,721	20.7	25.4	19.6	19.3	.0029
CORPUS CHRISTI	**3,738,560**	**23,304**	**23.1**	**26.6**	**16.6**	**13.4**	**.1396**

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TEXAS (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

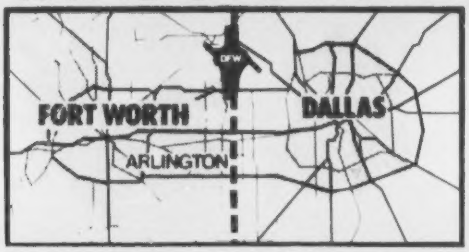
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Nueces	3,159,713	23,420	23.2	26.6	16.7	13.6	.1187
• Corpus Christi	2,878,443	23,788	23.0	26.9	17.0	13.7	.1083
San Patricio	578,847	22,749	22.7	26.9	16.1	12.2	.0209
SUBURBAN TOTAL	860,117	21,887	23.1	25.9	15.4	12.5	.0313
DALLAS	**33,636,723**	**28,471**	**20.1**	**26.3**	**17.9**	**21.3**	**1.1108**
Collin	3,180,369	39,309	12.9	20.6	20.7	35.7	.0964
Plano	1,739,672	47,351	8.4	18.0	23.3	45.5	.0534
Dallas	25,828,902	27,379	21.1	27.4	17.2	19.8	.8747
Carrollton	946,338	38,306	12.4	26.0	25.0	30.7	.0283
• Dallas	14,346,507	23,448	24.3	26.5	13.9	17.1	.5015
Garland	2,325,237	34,199	14.5	29.9	25.9	22.5	.0710
Grand Prairie	1,121,105	29,402	18.5	30.5	20.8	18.1	.0342
• Irving	1,871,595	30,289	19.5	30.8	20.3	20.3	.0636
Mesquite	1,024,164	33,039	15.5	30.5	24.9	20.8	.0376
Richardson	1,431,559	43,656	11.1	20.2	24.2	39.3	.0485
Denton	2,926,588	32,879	16.9	23.7	21.1	25.3	.0853
• Denton	703,119	22,338	23.5	23.9	13.5	17.1	.0262
Ellis	824,101	26,018	19.7	25.7	18.6	15.9	.0264
Kaufman	524,012	22,492	22.1	24.0	16.5	14.1	.0180
Rockwall	352,751	31,250	15.2	25.7	20.0	23.8	.0100
SUBURBAN TOTAL	16,715,502	33,822	15.6	25.7	21.9	26.0	.5195
DALLAS - FORT WORTH CONSOLIDATED AREA	***49,634,723***	***28,192***	***20.2***	***26.8***	***18.1***	***20.3***	***1.6493***
EL PASO	**4,685,180**	**19,891**	**28.5**	**26.0**	**12.8**	**10.8**	**.1745**
El Paso	4,685,180	19,891	28.5	26.0	12.8	10.8	.1745
• El Paso	4,201,217	20,160	27.6	26.0	13.2	11.1	.1592
SUBURBAN TOTAL	483,963	18,000	35.5	26.2	9.5	8.2	.0153
FORT WORTH - ARLINGTON	**15,998,000**	**27,697**	**20.4**	**27.4**	**18.7**	**18.4**	**.5385**
Johnson	1,060,713	26,970	20.1	28.1	20.1	14.5	.0343
Parker	686,483	25,766	20.5	26.7	18.9	14.9	.0208
Tarrant	14,250,804	27,855	20.4	27.6	18.5	18.9	.4834
• Arlington	3,400,106	31,587	18.2	27.8	21.0	22.6	.1124
• Fort Worth	5,446,621	22,456	24.4	26.8	14.5	14.2	.2025
SUBURBAN TOTAL	7,151,273	30,659	17.8	28.1	21.3	20.2	.2236

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
GALVESTON - TEXAS CITY	**2,767,517**	**27,925**	**19.8**	**24.8**	**19.8**	**18.8**	**.0916**
Galveston	2,767,517	27,925	19.8	24.8	19.8	18.8	.0916
• Galveston	755,117	20,686	24.8	24.2	14.9	12.4	.0272
• Texas City	534,475	30,399	18.6	25.9	23.3	18.1	.0187
SUBURBAN TOTAL	1,477,925	32,057	17.0	24.7	21.9	23.2	.0457
HOUSTON	**43,535,505**	**28,821**	**19.5**	**26.7**	**19.4**	**20.0**	**1.4387**
Fort Bend	2,730,393	35,235	13.8	24.9	25.1	25.3	.0746
Harris	37,836,947	28,442	19.9	26.8	19.0	19.9	1.2683
• Baytown	766,763	29,559	17.9	26.5	21.8	18.0	.0270
• Houston	22,891,165	25,280	22.8	27.3	16.3	17.0	.8222
Pasadena	1,498,327	29,614	18.7	31.1	21.5	17.4	.0514
Liberty	604,271	24,370	19.0	27.1	17.7	12.9	.0211
Montgomery	2,136,432	30,215	17.3	27.3	21.6	19.4	.0634
Waller	227,462	23,683	19.3	25.9	16.0	14.6	.0113
SUBURBAN TOTAL	19,877,577	33,784	15.0	25.8	23.6	24.3	.5895
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***49,036,979***	***29,104***	***19.2***	***26.5***	***19.7***	***20.2***	***1.6126***
KILLEEN - TEMPLE	**2,390,442**	**19,947**	**30.1**	**27.1**	**12.7**	**10.1**	**.0835**
Bell	1,696,408	19,133	30.6	26.1	12.5	9.2	.0639
• Killeen	524,766	17,578	37.3	25.8	11.1	6.2	.0232
• Temple	516,451	20,350	25.5	26.3	13.9	10.6	.0210
Coryell	694,034	22,806	28.8	30.3	13.6	13.1	.0196
SUBURBAN TOTAL	1,349,225	21,375	28.2	28.2	13.1	12.1	.0393
LAREDO	**743,966**	**15,494**	**27.6**	**22.1**	**9.9**	**7.8**	**.0429**
Webb	743,966	15,494	27.6	22.1	9.9	7.8	.0429
• Laredo	650,210	14,890	28.7	21.9	9.2	6.7	.0405
SUBURBAN TOTAL	93,756	29,105	15.4	24.6	19.1	21.6	.0024
LONGVIEW - MARSHALL	**1,948,555**	**24,276**	**20.8**	**27.0**	**16.8**	**14.3**	**.0733**
Gregg	1,329,867	24,552	21.1	27.6	16.8	14.4	.0524
• Longview	902,509	25,410	21.0	28.7	16.6	15.3	.0372
Harrison	618,688	23,727	20.0	25.8	16.9	14.2	.0209
• Marshall	268,803	20,893	22.1	23.9	14.3	13.3	.0112
SUBURBAN TOTAL	777,243	24,181	20.1	26.2	17.9	13.6	.0249
LUBBOCK	**2,377,025**	**21,584**	**26.0**	**27.3**	**14.5**	**11.8**	**.0895**

ONE MAJOR MARKET.



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TEXAS (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Lubbock	2,377,025	21,584	26.0	27.3	14.5	11.8	.0895
• Lubbock	1,995,111	21,616	25.8	26.9	14.5	12.2	.0773
SUBURBAN TOTAL	381,914	21,438	26.8	29.4	14.3	10.0	.0122
McALLEN - EDINBURG - MISSION	**2,267,402**	**15,580**	**29.8**	**22.3**	**9.3**	**7.3**	**.1017**
Hidalgo	2,267,402	15,580	29.8	22.3	9.3	7.3	.1017
• Edinburg	219,564	16,861	26.0	25.3	10.2	7.5	.0097
• McAllen	716,200	19,677	26.6	25.2	12.4	11.7	.0373
• Mission	201,265	15,898	32.1	22.7	9.2	7.2	.0083
SUBURBAN TOTAL	1,130,373	14,113	31.7	20.3	7.7	5.2	.0464
MIDLAND	**1,796,790**	**30,867**	**17.7**	**26.5**	**18.1**	**25.0**	**.0631**
Midland	1,796,790	30,867	17.7	26.5	18.1	25.0	.0631
• Midland	1,650,721	30,953	17.7	25.8	17.9	25.6	.0585
SUBURBAN TOTAL	146,069	30,213	18.1	32.3	20.5	19.5	.0046
ODESSA	**1,788,301**	**28,241**	**19.8**	**28.0**	**18.9**	**18.5**	**.0700**
Ector	1,788,301	28,241	19.8	28.0	18.9	18.5	.0700
• Odessa	1,421,980	28,403	19.4	27.0	19.2	19.0	.0590
SUBURBAN TOTAL	366,321	27,721	21.5	31.2	18.1	16.5	.0110
SAN ANGELO	**1,168,074**	**22,568**	**24.9**	**26.2**	**14.9**	**14.4**	**.0433**
Tom Green	1,168,074	22,568	24.9	26.2	14.9	14.4	.0433
• San Angelo	1,016,224	22,100	25.3	26.2	14.7	13.7	.0394
SUBURBAN TOTAL	151,850	26,944	21.5	25.7	16.7	20.4	.0039
SAN ANTONIO	**13,193,202**	**22,635**	**24.1**	**27.0**	**15.1**	**13.7**	**.4705**
Bexar	11,992,136	22,479	24.2	27.0	14.8	13.7	.4337
• San Antonio	9,046,518	20,718	25.8	26.7	13.4	11.5	.3521
Comal	596,500	24,849	24.5	26.0	17.8	15.9	.0180
Guadalupe	604,566	24,048	21.7	28.2	16.9	12.8	.0188
SUBURBAN TOTAL	4,146,684	29,810	19.1	27.5	20.0	20.6	.1184
SHERMAN - DENISON	**1,154,317**	**23,021**	**23.5**	**27.2**	**16.3**	**13.0**	**.0392**
Grayson	1,154,317	23,021	23.5	27.2	16.3	13.0	.0392
• Denison	288,031	22,025	22.7	27.2	15.3	11.7	.0106
• Sherman	396,031	23,780	24.3	28.8	16.5	13.1	.0157
SUBURBAN TOTAL	470,255	23,054	23.2	25.6	16.8	13.9	.0129
TEXARKANA	**1,183,138**	**19,725**	**24.5**	**26.6**	**13.7**	**9.1**	**.0455**
Bowie	808,317	19,675	24.8	26.4	13.7	9.2	.0321
• Texarkana	335,777	17,865	26.3	24.3	11.5	8.8	.0175
Miller, Ark.	*374,821*	*19,844*	*23.9*	*27.0*	*13.6*	*9.0*	*.0134*
• *Texarkana*	*221,706*	*19,038*	*24.9*	*26.2*	*13.1*	*8.6*	*.0093*
SUBURBAN TOTAL	625,655	21,266	23.4	28.0	15.2	9.5	.0187
TYLER	**1,911,377**	**25,320**	**21.2**	**26.8**	**16.4**	**16.8**	**.0647**
Smith	1,911,377	25,320	21.2	26.8	16.4	16.8	.0647
• Tyler	1,004,032	24,775	22.3	26.6	15.4	17.4	.0410
SUBURBAN TOTAL	907,345	25,969	20.0	27.1	17.6	16.2	.0237
VICTORIA	**853,912**	**25,363**	**21.5**	**27.4**	**19.4**	**13.5**	**.0325**
Victoria	853,912	25,363	21.5	27.4	19.4	13.5	.0325
• Victoria	633,836	24,087	23.1	26.4	19.0	12.8	.0270
SUBURBAN TOTAL	220,076	28,761	16.5	30.8	20.6	15.7	.0055
WACO	**1,984,773**	**20,287**	**24.7**	**25.6**	**13.7**	**11.4**	**.0717**
McLennan	1,984,773	20,287	24.7	25.6	13.7	11.4	.0717
• Waco	1,101,274	17,862	27.7	24.3	10.9	9.8	.0454
SUBURBAN TOTAL	883,499	24,559	20.5	27.2	17.8	13.7	.0263
WICHITA FALLS	**1,405,494**	**21,514**	**25.4**	**27.4**	**14.5**	**11.7**	**.0536**
Wichita	1,405,494	21,514	25.4	27.4	14.5	11.7	.0536
• Wichita Falls	1,109,639	20,871	26.3	27.1	13.4	11.6	.0440
SUBURBAN TOTAL	295,855	24,355	22.3	28.4	18.9	11.9	.0096

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Anderson	413,727	18,940	22.6	25.1	13.3	9.4	.0161
Andrews	190,307	28,949	20.9	26.3	21.4	18.2	.0060
Angelina	701,939	21,912	22.2	27.7	15.6	10.8	.0257
Aransas	214,248	21,776	25.5	25.8	14.1	14.3	.0068
Archer	79,387	19,789	26.3	29.5	10.7	9.4	.0026
Armstrong	28,283	26,214	23.4	22.9	17.5	19.5	.0008
Atascosa	256,329	19,140	24.5	26.5	12.6	9.0	.0088
Austin	253,357	22,043	20.8	21.6	16.8	15.5	.0085
Bailey	61,434	14,943	32.6	21.8	6.5	8.0	.0022
Bandera	110,446	21,763	24.9	25.7	14.5	14.2	.0032
Bastrop	359,363	19,790	25.0	24.0	14.3	11.3	.0114
Baylor	45,386	16,739	27.8	24.1	11.8	6.6	.0021
Bee	259,703	20,178	25.8	25.6	12.5	12.3	.0093
Blanco	64,448	17,862	29.4	24.7	10.8	9.0	.0018
Borden	5,963	13,364	29.3	16.7	9.3	6.7	.0002
Bosque	162,489	19,273	25.5	24.1	13.8	10.5	.0051
Brewster	64,432	15,975	27.6	24.2	10.7	5.1	.0025
Briscoe	19,188	12,884	30.9	18.4	8.1	4.0	.0006
Brooks	59,504	14,144	28.9	17.1	11.6	4.8	.0026
Brown	376,393	19,000	27.5	25.1	12.3	10.4	.0135
Burleson	130,127	18,429	21.9	25.4	12.6	9.1	.0049
Burnet	272,645	19,068	29.9	25.1	13.0	9.8	.0102
Caldwell	223,558	17,079	27.4	23.3	11.5	8.3	.0079
Calhoun	229,375	25,633	20.8	27.9	16.9	14.2	.0078
Callahan	114,856	18,319	25.3	27.7	11.9	6.4	.0037
Camp	116,661	22,094	20.7	24.4	15.4	13.6	.0036
Carson	80,908	27,020	20.0	29.4	18.4	16.1	.0024
Cass	317,540	21,166	21.3	24.0	15.6	12.5	.0097
Castro	69,583	15,378	32.7	23.7	7.5	6.5	.0026
Chambers	237,171	25,450	19.9	25.7	19.7	13.0	.0073
Cherokee	384,038	17,211	25.0	23.8	11.7	8.5	.0136
Childress	54,411	14,244	31.3	22.2	8.0	5.2	.0019
Clay	115,955	20,699	23.2	26.0	14.2	11.3	.0041
Cochran	35,780	14,627	32.1	20.5	7.6	7.1	.0012
Coke	36,550	18,800	27.0	21.0	15.7	10.8	.0012
Coleman	102,628	17,396	26.1	25.6	10.6	7.8	.0033
Collingsworth	42,869	16,486	24.9	21.9	9.4	12.4	.0014
Colorado	195,647	17,436	23.0	23.3	11.9	9.6	.0072
Comanche	119,033	15,319	28.5	19.9	9.2	9.3	.0039
Concho	26,188	15,815	29.1	24.5	8.7	7.2	.0011
Cooke	314,120	21,430	24.9	29.1	13.8	10.1	.0110
Cottle	29,627	15,533	28.3	17.5	8.4	12.7	.0010
Crane	56,655	28,548	20.7	25.5	23.6	14.5	.0021
Crockett	48,949	22,853	22.1	29.0	11.9	14.9	.0021
Crosby	56,414	13,642	33.3	17.1	7.4	6.2	.0021
Culberson	19,678	14,400	33.9	23.3	9.0	2.5	.0015
Dallam	54,871	15,864	30.4	26.9	7.4	5.0	.0020
Dawson	138,486	18,173	27.5	25.7	11.2	8.7	.0053
Deaf Smith	153,104	16,877	32.9	27.3	7.7	6.4	.0058
Delta	41,230	15,512	25.1	24.0	9.4	7.6	.0013
De Witt	188,325	17,512	24.0	21.8	12.0	10.9	.0069
Dickens	20,936	10,794	29.3	16.9	5.4	2.5	.0008
Dimmit	64,121	12,659	29.5	19.1	6.7	4.4	.0028
Donley	34,738	14,222	27.5	22.5	6.9	6.7	.0017

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TEXAS (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Duval	100,158	16,632	22.6	22.8	12.5	8.4	.0034
Eastland	181,051	15,450	28.8	23.4	9.2	6.1	.0069
Edwards	16,060	15,000	37.9	20.7	7.0	7.0	.0004
Erath	276,509	17,288	26.2	24.5	9.6	9.9	.0092
Falls	162,845	14,399	26.1	18.9	10.3	7.7	.0054
Fannin	227,763	16,434	26.1	25.4	9.3	6.5	.0077
Fayette	219,728	18,116	23.1	21.2	14.1	11.4	.0084
Fisher	49,015	16,702	26.9	26.9	7.7	7.1	.0016
Floyd	62,136	14,460	31.2	20.6	8.4	5.7	.0023
Foard	17,777	12,559	30.1	16.1	5.6	7.6	.0007
Franklin	81,041	18,000	25.4	25.7	11.9	8.6	.0026
Freestone	174,838	17,591	22.4	20.7	13.2	11.4	.0055
Frio	93,178	14,581	31.6	20.1	10.3	4.7	.0035
Gaines	132,838	19,216	26.9	24.6	12.5	11.5	.0045
Garza	51,847	19,463	27.7	23.8	12.7	12.2	.0018
Gillespie	160,765	18,561	29.3	28.4	10.3	7.5	.0062
Glasscock	9,325	15,333	32.3	20.2	6.3	10.5	.0003
Goliad	54,499	20,865	23.4	25.4	14.6	11.7	.0019
Gonzales	158,091	16,537	26.2	22.8	9.6	9.9	.0061
Gray	325,265	23,838	21.3	29.2	15.7	13.2	.0118
Grimes	149,220	16,921	23.0	22.9	11.4	9.3	.0058
Hale	289,692	16,758	29.7	24.4	9.5	7.3	.0110
Hall	31,248	10,096	28.1	15.1	2.9	4.3	.0013
Hamilton	85,578	15,218	28.0	23.0	9.5	6.0	.0027
Hansford	64,474	19,804	25.7	28.8	12.3	8.5	[illegible]
Hardeman	63,756	18,543	25.0	25.1	13.1	9.0	[illegible]
Hartley	43,934	24,905	23.6	29.5	13.2	16.3	[illegible]
Haskell	57,574	13,494	27.6	20.0	6.4	7.5	.0023
Hemphill	59,526	22,250	26.2	32.2	12.9	9.4	.0022
Henderson	623,860	19,819	25.6	26.8	12.8	10.0	.0188
Hill	262,220	16,766	26.9	23.4	10.8	8.6	.0096
Hockley	222,469	20,689	23.0	28.2	13.9	9.3	.0078
Hood	403,555	29,507	19.9	23.6	19.8	22.0	.0114
Hopkins	271,855	17,502	28.9	24.7	10.7	8.0	.0101
Houston	232,531	16,332	25.0	19.6	11.0	11.5	.0075
Howard	359,658	19,677	25.5	26.7	12.9	9.7	.0145
Hudspeth	17,874	14,618	36.6	20.7	6.1	6.4	.0006
Hunt	729,132	21,937	22.7	25.7	14.8	13.3	.0241
Hutchinson	383,115	30,432	17.5	27.1	22.0	18.8	.0122
Irion	16,501	23,900	19.6	27.2	13.6	17.8	.0005
Jack	76,685	18,791	26.5	28.7	10.3	8.3	.0024
Jackson	135,752	21,192	23.0	26.9	14.1	11.4	.0048
Jasper	336,894	20,817	22.5	26.0	15.7	10.0	.0119
Jeff Davis	13,148	14,000	35.4	19.0	7.7	5.0	.0004
Jim Hogg	37,322	13,864	24.0	24.2	6.8	6.1	.0021
Jim Wells	288,817	16,721	25.4	26.4	9.4	6.7	.0128
Jones	166,524	16,981	25.6	24.9	9.2	8.8	.0059
Karnes	116,024	17,733	23.9	22.9	12.2	10.5	.0046
Kendall	159,206	22,662	23.2	23.1	15.9	15.9	.0056
Kenedy	7,798	14,111	29.5	20.0	5.5	9.5	.0001
Kent	8,889	15,200	30.2	22.7	11.3	5.3	.0005
Kerr	472,629	22,783	25.2	28.9	13.7	13.4	.0151
Kimble	34,881	16,844	26.2	29.7	8.8	5.1	.0017
King	4,294	16,750	41.0	29.0	6.5	2.0	.0002
Kinney	16,080	15,065	32.8	20.3	9.1	4.6	.0005
Kleberg	281,868	17,810	26.5	23.3	12.2	9.3	.0112
Knox	40,612	12,737	24.4	19.1	8.4	6.9	.0013
Lamar	448,901	18,992	24.6	25.0	12.1	10.7	.0163
Lamb	135,212	15,294	32.6	21.9	8.9	5.9	.0048
Lampasas	132,471	17,288	30.2	23.7	9.9	9.2	.0044
La Salle	38,211	13,213	26.4	17.2	9.1	6.0	.0014
Lavaca	194,679	18,555	22.4	23.5	13.3	10.3	.0071
Lee	113,962	16,748	24.7	22.4	13.4	7.4	.0057
Leon	128,098	15,144	22.1	21.6	9.6	10.4	.0045
Limestone	209,966	15,606	25.1	22.2	9.1	9.2	.0071
Lipscomb	41,536	21,517	24.6	27.1	11.9	14.6	.0013
Live Oak	84,809	17,591	27.1	25.2	10.7	8.6	.0033
Llano	138,700	16,466	32.2	21.9	9.9	8.3	.0043
Loving	2,494	9,318	19.0	10.0		6.0	.0001
Lynn	49,705	13,652	30.7	20.9	7.4	4.4	.0017
McCulloch	80,504	14,405	30.6	19.0	6.8	9.0	.0029
McMullen	9,069	21,800	28.6	28.0	20.0	7.0	.0003
Madison	117,612	19,347	22.9	20.6	13.3	14.8	.0040
Marion	87,743	15,196	23.5	26.1	9.2	5.1	.0029
Martin	47,970	21,000	25.8	25.7	11.3	14.4	.0016
Mason	30,873	13,566	30.2	18.9	8.3	4.9	.0012
Matagorda	548,192	29,811	16.9	25.1	21.9	17.7	.0165
Maverick	177,087	12,779	32.9	20.2	5.6	2.9	.0094
Medina	219,890	18,229	28.0	26.3	11.2	8.3	.0084
Menard	14,946	11,829	32.4	17.0	5.1	2.6	.0007
Milam	230,401	17,929	21.5	20.3	15.9	10.1	.0074
Mills	46,789	17,982	28.0	26.0	10.9	7.5	.0014
Mitchell	79,372	15,859	25.9	20.8	9.7	9.6	.0031
Montague	163,847	16,164	29.1	24.8	9.7	5.6	.0059
Moore	185,810	25,373	21.6	34.4	18.6	10.4	.0065
Morris	140,761	21,293	20.2	27.6	17.1	7.6	.0048
Motley	14,367	11,382	29.0	15.4	7.3	4.1	.0005
Nacogdoches	481,028	16,765	27.2	23.4	10.1	9.1	.0176
Navarro	399,970	17,638	26.5	23.3	11.8	9.9	.0150
Newton	139,128	21,227	21.7	22.3	17.7	11.9	.0040
Nolan	180,374	19,979	25.2	26.0	13.2	10.7	.0066
Ochiltree	122,678	26,874	22.7	31.7	19.7	12.6	.0045
Oldham	15,704	15,733	38.5	22.4	7.7	7.6	.0006
Palo Pinto	266,618	18,656	27.4	26.8	10.5	9.1	.0105
Panola	226,931	20,855	22.4	27.4	15.8	8.5	.0076
Parmer	67,107	15,009	35.6	21.1	7.3	4.8	.0025
Pecos	141,014	23,245	24.3	29.8	18.3	9.4	.0062
Polk	294,259	16,347	28.9	21.3	10.8	9.1	.0100
Presidio	28,934	10,630	27.9	15.8	5.4	2.8	.0013
Rains	60,962	16,500	24.9	27.2	7.6	7.1	.0018

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TEXAS (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Reagan	47,545	25,129	23.7	32.3	17.5	10.9	.0018
Real	16,581	10,926	31.3	15.3	4.2	4.2	.0005
Red River	121,775	12,720	29.5	18.6	6.4	4.7	.0051
Reeves	122,388	18,504	25.1	26.3	10.7	9.5	.0050
Refugio	93,918	22,109	21.3	26.1	13.6	13.9	.0036
Roberts	12,419	22,400	24.0	28.9	12.0	15.8	.0004
Robertson	138,343	14,497	22.6	20.4	10.6	7.1	.0050
Runnels	113,515	17,042	26.9	25.6	10.0	7.1	.0042
Rusk	516,103	23,752	20.5	26.7	15.4	14.8	.0156
Sabine	88,543	14,122	26.4	21.6	9.1	5.0	.0030
San Augustine	78,761	15,660	27.0	21.4	8.8	9.2	.0025
San Jacinto	137,187	16,968	23.8	23.3	12.3	8.4	.0039
San Saba	57,556	15,833	28.8	21.7	8.5	9.1	.0019
Schleicher	28,962	20,333	25.2	26.4	14.1	10.3	.0008
Scurry	234,348	24 643	22.9	28.0	14.2	17.0	.0075
Shackelford	44,636	20,250	24.5	25.1	12.9	12.5	.0015
Shelby	217,783	15,592	22.6	22.3	10.7	7.4	.0076
Sherman	47,512	24,111	25.5	26.4	18.0	14.6	.0013
Somervell	49,904	20,595	23.9	28.6	13.3	9.3	.0015
Starr	154,471	10,991	27.4	17.2	4.7	4.5	.0073
Stephens	110,621	18,679	26.2	26.2	12.6	8.1	.0040
Sterling	10,484	16,000	30.0	21.5	12.3	6.8	.0005
Stonewall	26,004	19,280	27.1	24.8	14.1	9.3	.0008
Sutton	53,706	21,350	24.7	30.7	14.1	8.1	.0019
Swisher	64,259	14,067	32.1	21.3	5.8	5.7	.0025
Terrell	17,010	20,000	18.5	25.1	11.7	13.2	.0006
Terry	144,332	20,574	24.4	27.2	12.8	11.3	.0051
Throckmorton	15,069	10,718	28.0	15.4	4.6	5.1	.0006
Titus	259,313	22,762	20.3	26.4	15.9	13.1	.0098
Trinity	100,921	14,795	23.9	23.5	9.5	6.4	.0035
Tyler	200,895	18,096	24.6	24.8	12.0	9.3	.0063
Upshur	329,664	21,661	22.5	28.4	15.0	9.9	.0103
Upton	50,914	22,259	23.6	23.5	16.0	15.2	.0016
Uvalde	184,690	16,401	30.1	23.3	10.2	7.2	.0073
Val Verde	313,748	16,922	31.2	24.4	9.5	7.8	.0135
Van Zandt	396,887	18,948	26.2	24.8	14.1	9.0	.0122
Walker	562,887	20,792	21.9	22.8	14.0	14.6	.0190
Ward	153,922	24,471	20.9	27.5	17.8	13.3	.0054
Washington	286,575	21,462	21.6	23.8	15.7	13.3	.0116
Wharton	429,983	21,517	21.0	25.3	15.8	11.7	.0157
Wheeler	84,695	17,389	24.6	24.3	10.6	9.7	.0029
Wilbarger	173,592	17,937	24.8	22.0	12.6	11.2	.0060
Willacy	102,124	12,897	30.0	18.0	7.0	6.1	.0043
Wilson	152,283	17,642	26.8	27.2	10.1	6.8	.0054
Winkler	100,415	24,530	18.8	30.2	17.4	11.1	.0040
Wise	400,527	25,559	21.1	25.9	16.7	17.1	.0132
Wood	296,478	18,783	25.5	25.0	13.6	9.0	.0098
Yoakum	114,797	28,179	17.0	29.5	22.9	13.6	.0036
Young	257,669	20,152	25.3	25.4	12.1	12.8	.0080
Zapata	48,692	12,588	30.4	18.4	6.7	4.7	.0020
Zavala	62,374	13,370	33.4	18.7	7.0	4.7	.0025
TOTAL METRO COUNTIES	**163,980,802**	**25,829**	**21.7**	**26.3**	**17.2**	**17.4**	**5.6539**
TOTAL STATE	**195,120,293**	**24,272**	**22.4**	**26.1**	**16.3**	**15.9**	**6.7499**

UTAH

UTAH

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
PROVO - OREM	**253.9**	**.1044**	**23.0**	**19.6**	**16.6**	**13.1**	**14.5**	**68.6**	**872,947**	**205,647**	**61,291**	**119,075**	**48,143**	**170,331**	**28,702**
Utah	253.9	.1044	23.0	19.6	16.6	13.1	14.5	68.6	872,947	205,647	61,291	119,075	48,143	170,331	28,702
• Orem	61.8	.0254	22.2	12.8	18.5	14.1	12.3	16.7	317,928	61,278	18,677	73,495	18,142	43,610	9,577
• Provo	77.4	.0318	22.8	37.2	16.3	8.6	13.2	21.1	294,484	58,847	21,616	20,408	22,993	79,936	11,722
SUBURBAN TOTAL	114.7	.0472	23.8	11.1	15.9	15.7	16.6	30.8	260,535	85,522	20,998	25,172	7,008	46,785	7,403
SALT LAKE CITY - OGDEN	**1,052.5**	**.4328**	**27.2**	**11.7**	**18.6**	**17.4**	**18.1**	**340.0**	**5,424,068**	**1,202,708**	**447,381**	**737,460**	**359,497**	**1,104,351**	**124,635**
Davis	180.9	.0744	24.9	11.0	16.9	18.9	14.0	50.6	715,744	177,975	36,841	82,152	50,115	198,968	8,239
Salt Lake	709.7	.2918	27.5	11.8	19.5	17.1	18.2	234.6	3,820,303	834,377	340,102	507,856	265,958	711,785	92,895

SALT LAKE
UTAH
INTERMOUNTAIN WEST'S
TOP 50 BUY

The Salt Lake market, a top-50 buy in many categories, including population. The Salt Lake Tribune (morning & Sunday) and Deseret News (evening & Sunday) serves and sells the Intermountain Region. Salt Lake-Ogden MSA accounts for 62% of the state's total population and 67% of total retail sales. Average readership by both newspapers is 60% weekdays and 76% Sunday. Source: 1986 Survey of Buying Power: Belden CMS

Newspaper Agency Corporation

The Salt Lake Tribune DESERET NEWS

P.O. Box 45838, 157 Regent Street/ Salt Lake City, Utah 84145 /Phone 237-2800

UTAH (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
• Salt Lake City	168.4	.0692	31.2	14.5	20.6	13.7	28.6	71.9	1,534,404	262,163	179,616	154,337	132,294	286,019	39,488
Sandy	65.2	.0268	23.6	6.7	25.0	17.5	6.2	16.8	164,050	59,787	13,585	18,057	4,262	12,868	1,841
Weber	161.9	.0666	28.3	12.2	16.7	16.9	22.0	54.8	888,021	190,356	70,438	147,452	43,424	193,598	23,501
• Ogden	70.5	.0290	29.9	14.4	16.5	14.1	27.5	27.1	677,690	123,520	49,378	124,581	29,998	159,131	13,705
SUBURBAN TOTAL	813.6	.3346	26.0	10.9	18.3	18.4	15.2	241.0	3,211,974	817,025	218,387	458,542	197,205	659,201	71,442
OTHER COUNTIES															
Beaver	5.3	.0021	31.1	8.1	13.1	15.2	29.6	1.7	22,094	4,743	3,779	1,010	835	758	298
Box Elder	37.2	.0153	27.2	9.3	14.3	17.8	21.1	11.0	150,256	40,560	14,027	10,309	6,550	40,153	6,423
Cache	65.7	.0271	24.5	18.5	17.2	13.7	17.7	20.3	282,319	65,823	18,851	46,445	16,097	44,693	8,053
Carbon	24.8	.0102	28.4	11.3	17.7	15.4	22.8	8.2	149,809	50,840	10,402	14,744	7,433	26,438	5,264
Daggett	.8	.0003	26.9	10.8	19.3	17.4	16.9	.2	3,968	1,736	271	750			
Duchesne	15.8	.0065	24.0	10.2	15.9	16.7	16.0	4.4	86,306	23,319	3,346	7,364	2,330	21,904	4,372
Emery	12.9	.0053	24.1	10.8	17.4	16.0	15.2	3.6	33,057	7,567	3,286	419	451	1,370	287
Garfield	3.9	.0016	30.8	9.1	15.2	16.5	27.1	1.2	8,340	2,339	1,139	318	108	913	310
Grand	8.1	.0033	28.1	11.2	18.6	19.0	18.1	2.9	60,569	15,336	4,582	2,979	1,030	5,365	1,992
Iron	21.7	.0089	24.6	15.3	15.3	15.4	18.5	6.6	138,596	27,824	11,219	10,980	5,655	31,965	1,823
Juab	6.2	.0026	28.8	8.4	15.0	15.4	25.4	1.8	21,838	5,266	2,597		399	5,105	362
Kane	4.9	.0020	30.0	6.4	14.6	16.9	25.8	1.5	17,293	2,635	3,109	792	216	694	235
Millard	14.7	.0060	28.3	7.6	13.7	14.9	25.9	4.4	46,560	16,194	2,846	1,097	1,533	6,114	1,210
Morgan	5.4	.0022	26.7	8.8	13.0	22.3	17.0	1.5	8,896	726	898		143	5,914	143
Piute	1.4	.0006	34.2	5.6	11.0	16.1	33.1	.4	1,420	541	151	106	79	129	
Rich	2.4	.0010	25.7	11.3	17.9	14.3	19.0	.7	4,036	286	838	229			
San Juan	12.6	.0052	21.4	10.4	15.5	15.2	13.9	3.2	31,296	6,363	2,109	5,989	531	4,865	277
Sanpete	17.3	.0071	27.1	11.6	13.2	13.7	25.8	5.2	27,741	9,362	1,564	1,685	1,769	3,933	1,407
Sevier	16.7	.0069	28.5	8.4	14.3	15.9	24.9	5.1	88,065	21,171	5,357	5,818	2,268	19,143	1,879
Summit	13.8	.0056	28.4	9.8	21.8	19.4	16.3	4.7	72,678	22,836	16,237	80	628	7,007	5,786
Tooele	29.6	.0122	27.0	9.7	16.2	19.1	17.9	9.1	93,517	35,280	7,636	2,302	2,788	12,537	2,335
Uintah	26.7	.0110	24.9	11.1	17.5	17.3	15.0	7.9	218,455	49,132	12,614	18,856	7,493	46,264	5,147
Wasatch	10.1	.0041	27.1	9.4	17.0	16.2	20.3	3.2	35,278	10,440	5,268	1,643	131	5,699	943
Washington	37.5	.0155	27.6	10.5	13.4	13.6	26.5	11.1	179,646	42,147	13,012	14,827	8,018	37,071	4,980
Wayne	2.3	.0009	30.4	7.0	14.7	14.7	28.5	.6	2,969	441	611	220	125	194	
TOTAL METRO COUNTIES	**1,306.4**	**.5372**	**26.2**	**13.2**	**18.3**	**16.5**	**17.4**	**408.6**	**6,297,015**	**1,408,355**	**508,672**	**856,535**	**407,640**	**1,274,682**	**153,337**
TOTAL STATE	**1,704.2**	**.7007**	**26.2**	**12.9**	**17.7**	**16.4**	**18.1**	**529.1**	**8,082,217**	**1,871,262**	**654,421**	**1,005,497**	**474,250**	**1,602,910**	**206,863**

UTAH

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
PROVO - OREM	**1,774,926**	**20,171**	**29.8**	**29.7**	**13.6**	**7.2**	**.0685**
Utah	1,774,926	20,171	29.8	29.7	13.6	7.2	.0685
• Orem	440,346	21,856	29.5	32.9	15.1	6.7	.0189
• Provo	504,374	16,056	35.4	22.4	9.5	6.9	.0208
SUBURBAN TOTAL	830,206	22,560	26.2	33.0	15.6	7.6	.0288
SALT LAKE CITY - OGDEN	**10,436,160**	**25,311**	**23.5**	**31.9**	**17.7**	**12.3**	**.3718**
Davis	1,576,973	26,889	22.9	36.2	20.0	10.9	.0559
Salt Lake	7,287,950	25,392	23.1	31.3	17.5	12.9	.2582
• Salt Lake City	1,857,177	18,239	29.6	25.0	11.3	9.3	.0762
Sandy	619,886	32,878	12.9	36.9	27.7	16.5	.0191
Weber	1,571,237	23,349	25.3	31.5	16.2	10.6	.0577
• Ogden	685,305	19,148	29.6	27.4	12.1	8.3	.0311
SUBURBAN TOTAL	7,893,678	27,898	20.9	34.6	20.2	13.6	.2645
OTHER COUNTIES							
Beaver	31,404	14,563	37.9	22.1	9.2	1.6	.0015
Box Elder	418,814	32,289	15.8	29.0	21.8	23.3	.0131
Cache	553,861	21,587	27.6	32.0	12.9	9.4	.0203
Carbon	245,211	26,948	21.1	32.5	20.5	10.6	.0094
Daggett	4,863	20,833	24.0	32.0	18.5	2.0	.0001
Duchesne	131,013	25,159	21.2	35.3	17.8	10.4	.0053
Emery	119,667	30,667	17.9	30.4	24.4	15.6	.0037
Garfield	21,385	13,879	37.3	24.1	5.1	1.6	.0008
Grand	75,533	22,027	26.5	32.0	16.2	6.7	.0032
Iron	133,544	15,929	36.4	27.0	6.9	3.3	.0068
Juab	35,206	16,098	37.4	29.8	4.7	3.2	.0016
Kane	34,037	18,417	31.5	30.2	9.5	5.5	.0014
Millard	111,346	19,795	28.9	28.7	12.9	7.9	.0040
Morgan	48,729	28,414	18.1	34.3	20.0	15.4	.0014
Piute	7,050	13,150	39.9	18.8	3.3	3.5	.0002
Rich	18,147	21,250	26.1	31.9	12.9	8.1	.0006
San Juan	57,966	15,241	34.5	25.7	5.4	2.3	.0027
Sanpete	108,110	15,901	31.0	26.0	8.8	3.9	.0037
Sevier	123,410	20,280	28.0	34.1	11.7	4.9	.0053
Summit	142,952	23,410	25.5	32.1	15.7	10.8	.0050
Tooele	300,560	29,032	18.3	34.3	22.0	14.1	.0094
Uintah	269,474	30,321	15.7	28.6	23.4	16.9	.0111
Wasatch	65,097	16,486	34.7	27.5	8.1	3.3	.0026
Washington	252,083	17,794	30.9	28.3	10.2	5.3	.0110
Wayne	14,946	18,600	28.0	28.0	12.0	6.2	.0005
TOTAL METRO COUNTIES	**12,211,086**	**24,394**	**24.5**	**31.6**	**17.0**	**11.4**	**.4403**
TOTAL STATE	**15,535,491**	**23,862**	**24.8**	**31.3**	**16.5**	**11.1**	**.5650**

What is the difference between "median" and "average"?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms," which appears in Section C.

VERMONT

VT.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BURLINGTON	**129.4**	**.0532**	**29.0**	**17.0**	**19.4**	**19.4**	**18.9**	**46.4**	**1,094,975**	**218,976**	**109,619**	**103,318**	**52,350**	**278,756**	**24,987**
Chittenden	124.2	.0511	28.8	17.3	19.6	19.4	18.6	44.6	1,084,120	216,607	108,896	102,169	52,169	275,697	24,987
• Burlington	38.2	.0157	27.3	27.9	17.4	13.7	22.8	14.3	346,961	55,880	50,648	50,935	18,389	35,051	8,463
Grand Isle	5.2	.0021	32.7	8.7	18.3	19.5	26.3	1.8	10,855	2,369	723	1,149	181	3,059	
SUBURBAN TOTAL	91.2	.0375	29.6	12.4	20.3	21.8	17.3	32.1	748,014	163,096	58,971	52,383	33,961	243,705	16,524
OTHER COUNTIES															
Addison	31.5	.0129	30.0	13.4	18.7	18.3	22.3	11.0	185,358	48,890	16,276	9,734	2,632	41,899	6,001
Bennington	35.0	.0144	33.7	10.4	16.2	19.0	28.9	13.5	417,794	72,487	30,304	26,108	13,521	63,390	8,562
Caledonia	27.3	.0112	32.2	10.5	17.4	17.8	27.3	10.2	179,191	45,171	11,628	14,847	4,899	44,134	3,787
Essex	6.9	.0028	33.0	8.9	16.3	19.0	27.7	2.5	9,756	2,169	2,715	700	129	701	
Franklin	37.5	.0155	31.2	9.5	17.4	18.4	25.1	13.1	231,133	61,811	12,348	13,017	5,864	69,447	5,697
Lamoille	18.0	.0074	30.6	12.5	20.1	18.5	22.6	6.8	124,882	29,493	16,368	6,088	2,781	14,072	3,944
Orange	24.9	.0102	31.7	10.2	18.1	18.8	25.3	9.0	97,476	25,437	7,174	4,088	970	11,302	2,363
Orleans	24.5	.0101	32.2	9.0	17.0	18.1	27.2	8.9	118,800	35,053	8,342	7,069	2,633	35,697	3,575
Rutland	61.3	.0252	33.0	11.3	17.4	18.4	28.2	22.9	477,774	98,935	50,910	30,969	17,234	125,488	10,829
Washington	53.9	.0222	32.4	11.3	17.9	19.3	26.1	20.4	368,826	82,816	40,524	26,202	20,807	96,706	9,729
Windham	39.8	.0163	33.0	9.6	19.6	18.5	27.6	16.0	328,560	76,879	43,334	13,333	10,751	50,831	9,082
Windsor	54.0	.0222	34.1	9.0	17.9	19.4	29.0	21.4	317,758	69,461	31,058	9,771	4,618	100,030	5,081
TOTAL METRO COUNTIES	**129.4**	**.0532**	**29.0**	**17.0**	**19.4**	**19.4**	**18.9**	**46.4**	**1,094,975**	**218,976**	**109,619**	**103,318**	**52,350**	**278,756**	**24,987**
TOTAL STATE	**544.0**	**.2236**	**31.6**	**12.0**	**18.4**	**18.8**	**24.9**	**202.1**	**3,952,283**	**867,578**	**380,600**	**265,244**	**139,189**	**932,453**	**93,637**

VT.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BURLINGTON	**1,580,530**	**26,035**	**22.6**	**28.4**	**17.6**	**16.6**	**.0592**
Chittenden	1,529,883	26,248	22.3	28.3	17.8	16.8	.0578
• Burlington	423,480	20,046	27.2	26.2	12.1	11.9	.0173
Grand Isle	50,647	22,085	27.8	31.4	13.2	10.6	.0014
SUBURBAN TOTAL	1,157,050	28,966	20.4	29.5	20.1	18.7	.0419
OTHER COUNTIES							
Addison	329,627	22,741	26.7	32.1	14.7	10.5	.0118
Bennington	391,532	21,552	29.0	31.6	12.9	9.6	.0179
Caledonia	243,474	18,289	31.9	30.1	10.0	4.9	.0101
Essex	58,656	18,667	33.6	32.3	9.7	4.2	.0018
Franklin	349,784	20,353	28.3	29.6	13.1	8.2	.0137
Lamoille	179,744	20,410	28.0	32.0	12.2	6.9	.0071
Orange	239,791	20,302	31.6	31.2	13.3	6.4	.0080
Orleans	211,824	17,857	33.0	29.0	9.1	5.7	.0079
Rutland	624,791	21,136	28.1	31.7	13.4	7.8	.0254
Washington	521,468	19,401	30.7	29.8	12.2	6.3	.0206
Windham	465,843	21,626	28.0	29.5	13.9	10.4	.0178
Windsor	560,977	20,212	29.5	31.4	11.9	7.2	.0203
TOTAL METRO COUNTIES	**1,580,530**	**26,035**	**22.6**	**28.4**	**17.6**	**16.6**	**.0592**
TOTAL STATE	**5,758,041**	**21,447**	**27.8**	**30.3**	**13.7**	**9.7**	**.2216**

VIRGINIA

VA.
S&MM ESTIMATES

POPULATION—12/31/86

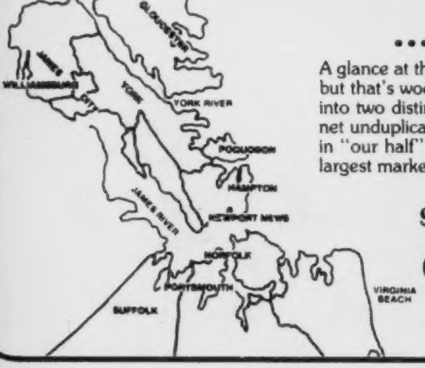
RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CHARLOTTESVILLE	**122.7**	**.0505**	**30.2**	**18.1**	**19.8**	**18.3**	**22.1**	**46.2**	**894,746**	**180,788**	**70,279**	**121,644**	**55,842**	**162,900**	**27,639**
Albemarle	61.4	.0253	29.7	18.5	20.0	19.6	19.7	22.8	295,570	45,692	26,145	72,348	11,739	34,216	5,738
Charlottesville city	40.9	.0168	30.1	21.7	20.1	15.4	24.7	16.4	553,888	121,757	43,105	47,106	43,734	115,317	20,460
• Charlottesville	40.9	.0168	30.1	21.7	20.1	15.4	24.7	16.3	553,888	121,757	43,105	47,106	43,734	115,317	20,460
Fluvanna	11.4	.0047	32.9	9.7	16.7	19.9	26.6	4.0	24,727	7,461	236		185	5,854	1,294
Greene	9.0	.0037	31.4	9.1	20.8	21.2	21.4	3.0	20,561	5,878	793	2,190	184	7,513	147
SUBURBAN TOTAL	81.8	.0337	30.2	16.2	19.8	19.8	20.8	29.9	340,858	59,031	27,174	74,538	12,108	47,583	7,179
DANVILLE	**112.5**	**.0463**	**34.2**	**10.4**	**16.2**	**19.3**	**29.4**	**40.5**	**493,249**	**113,394**	**43,537**	**41,397**	**20,059**	**128,134**	**24,761**
Danville city	45.0	.0185	36.6	10.5	15.5	17.9	34.1	17.5	373,539	81,201	32,452	36,191	16,726	104,124	19,483
• Danville	45.0	.0185	36.6	10.5	15.5	17.9	34.1	17.4	373,539	81,201	32,452	36,191	16,726	104,124	19,483
Pittsylvania	67.5	.0278	32.9	10.4	16.6	20.2	26.3	23.0	119,710	32,193	11,085	5,206	3,333	24,010	5,278
SUBURBAN TOTAL	67.5	.0278	32.9	10.4	16.6	20.2	26.3	23.1	119,710	32,193	11,085	5,206	3,333	24,010	5,278
LYNCHBURG	**148.4**	**.0610**	**32.7**	**12.8**	**16.8**	**20.0**	**26.1**	**50.8**	**894,091**	**185,835**	**75,492**	**148,957**	**42,694**	**180,238**	**33,475**
Amherst	30.7	.0126	32.6	11.6	17.8	21.3	24.4	9.8	122,614	38,927	9,989	10,057	1,950	29,910	5,658
Campbell	48.6	.0200	32.2	10.0	17.4	22.9	22.1	15.6	125,466	38,228	9,405	5,895	5,496	30,557	9,181
Lynchburg city	69.1	.0284	33.1	15.1	16.0	17.4	29.5	25.4	646,011	108,680	56,098	133,005	35,248	119,771	18,636
• Lynchburg	69.1	.0284	33.1	15.1	16.0	17.4	29.5	25.4	646,011	108,680	56,098	133,005	35,248	119,771	18,636
SUBURBAN TOTAL	79.3	.0326	32.3	10.6	17.6	22.3	23.0	25.4	248,080	77,155	19,394	15,952	7,446	60,467	14,839
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**1,306.7**	**.5371**	**29.5**	**15.5**	**18.7**	**19.4**	**20.2**	**444.6**	**7,684,514**	**1,355,567**	**749,946**	**881,711**	**510,745**	**1,904,536**	**215,861**
Chesapeake city	134.9	.0554	30.5	10.8	17.9	21.7	20.3	44.1	606,893	122,377	39,788	78,966	19,289	171,402	15,952
Chesapeake	134.9	.0554	30.5	10.8	17.9	21.7	20.3	44.1	606,893	122,377	39,788	78,966	19,289	171,402	15,952

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Gloucester	27.1	.0111	34.5	9.2	16.6	21.8	27.3	9.7	110,650	38,195	6,069	11,018	3,211	23,995	5,092
Hampton city	126.4	.0519	30.0	14.6	17.5	21.0	20.3	43.9	1,062,186	170,080	80,116	151,807	56,497	210,951	20,076
• Hampton	126.4	.0519	30.0	14.6	17.5	21.0	20.3	43.9	1,062,186	170,080	80,116	151,807	56,497	210,951	20,076
James City	26.1	.0108	32.5	10.7	17.9	21.7	23.9	9.1	117,207	12,174	8,380		77,926	2,595	452
Newport News city	159.4	.0656	30.0	14.3	19.4	18.9	21.3	57.0	909,155	153,384	72,560	107,996	26,885	291,375	19,845
• Newport News	159.4	.0656	30.0	14.3	19.4	18.9	21.3	57.0	909,155	153,384	72,560	107,996	26,885	291,375	19,845
Norfolk city	277.9	.1142	26.9	24.7	18.4	13.8	21.2	95.0	1,775,637	260,109	206,174	217,432	133,241	457,713	49,846
• Norfolk	277.9	.1142	26.9	24.7	18.4	13.8	21.2	95.0	1,775,637	260,109	206,174	217,432	133,241	457,713	49,846
Poquoson city	10.3	.0043	33.0	8.1	15.9	28.6	18.3	3.3	30,462	19,303	1,599	174	1,804	1,615	748
Poquoson	10.3	.0043	33.0	8.1	15.9	28.6	18.3	3.2	30,462	19,303	1,599	174	1,804	1,615	748
Portsmouth city	111.5	.0458	31.5	12.2	17.3	16.7	27.3	39.2	556,797	110,010	44,281	60,466	22,124	164,993	21,524
• Portsmouth	111.5	.0458	31.5	12.2	17.3	16.7	27.3	39.2	556,797	110,010	44,281	60,466	22,124	164,993	21,524
Suffolk city	51.4	.0211	33.5	9.9	15.3	19.7	28.0	17.2	358,444	78,650	16,452	10,881	14,217	69,018	12,846
• Suffolk	51.4	.0211	33.5	9.9	15.3	19.7	28.0	17.1	358,444	78,650	16,452	10,881	14,217	69,018	12,846
Virginia Beach city	328.4	.1350	29.0	13.4	21.1	22.4	14.9	109.9	1,730,395	293,247	193,157	214,759	128,245	440,048	52,408
• Virginia Beach	328.4	.1350	29.0	13.4	21.1	22.4	14.9	109.9	1,730,395	293,247	193,157	214,759	128,245	440,048	52,408
Williamsburg city	11.2	.0046	24.2	47.3	13.3	9.8	21.2	3.4	302,556	75,139	55,736	20,767	19,547	57,888	9,694
Williamsburg	11.2	.0046	24.2	47.3	13.3	9.8	21.2	3.3	302,556	75,139	55,736	20,767	19,547	57,888	9,694
York	42.1	.0173	30.9	10.6	17.4	25.9	16.9	12.8	124,132	22,899	25,634	7,445	7,759	12,943	7,378
SUBURBAN TOTAL	251.7	.1035	30.9	12.1	17.4	22.2	20.8	82.5	1,291,900	290,087	137,206	118,370	129,536	270,438	39,316
RICHMOND - PETERSBURG	**817.5**	**.3361**	**32.1**	**11.4**	**19.5**	**20.3**	**24.0**	**294.4**	**5,309,667**	**1,059,201**	**445,045**	**688,795**	**244,023**	**1,271,425**	**214,153**
Charles City	6.9	.0028	30.3	11.8	17.7	20.2	21.5	2.0	2,291	679	173			134	
Chesterfield	170.4	.0700	30.2	9.8	21.1	24.5	15.4	55.6	943,700	205,705	57,275	172,281	43,473	167,766	46,323
Colonial Heights city	17.4	.0072	35.3	9.7	15.4	23.4	27.2	6.0	90,424	14,363	9,691	14,010	1,646	21,640	4,361
Colonial Heights	17.4	.0072	35.3	9.7	15.4	23.4	27.2	6.0	90,424	14,363	9,691	14,010	1,646	21,640	4,361
Dinwiddie	22.0	.0091	33.2	10.8	16.0	21.7	25.4	6.1	30,779	14,807	3,450		209	409	269
Goochland	13.1	.0054	33.8	10.0	17.9	22.7	25.1	4.2	30,821	6,169	792	1,425	2,384	7,881	169



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POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Hanover	57.3	.0236	33.4	10.1	16.5	23.8	23.6	18.6	325,603	78,161	28,612	10,008	7,726	42,125	15,242
Henrico	198.5	.0816	33.0	10.6	19.7	20.5	25.6	75.4	1,518,040	270,919	131,780	269,753	76,023	390,221	64,600
Hopewell city	23.8	.0097	32.2	11.3	16.9	19.4	25.9	8.9	126,597	30,196	11,210	18,730	6,757	14,586	9,948
Hopewell	23.8	.0097	32.2	11.3	16.9	19.4	25.9	8.8	126,597	30,196	11,210	18,730	6,757	14,586	9,948
New Kent	10.8	.0044	31.8	9.2	19.9	20.9	22.7	3.8	20,010	6,035	1,558	498	81	4,947	731
Petersburg city	41.2	.0169	32.7	11.6	16.5	17.8	28.5	15.4	334,962	37,392	22,877	70,325	17,785	101,272	14,691
• Petersburg	41.2	.0169	32.7	11.6	16.5	17.8	28.5	15.4	334,962	37,392	22,877	70,325	17,785	101,272	14,691
Powhatan	13.9	.0057	31.0	9.7	22.8	22.8	18.1	3.8	26,723	7,233	252	882	341	13,818	655
Prince George	25.9	.0107	27.1	16.7	21.4	20.9	12.1	6.5	84,015	17,097	9,016	1,904	1,831	37,067	
Richmond city	216.3	.0890	32.9	13.9	19.8	15.9	29.8	88.1	1,775,702	370,445	168,359	128,979	85,767	469,559	57,164
• Richmond	216.3	.0890	32.9	13.9	19.8	15.9	29.8	88.0	1,775,702	370,445	168,359	128,979	85,767	469,559	57,164
SUBURBAN TOTAL	560.0	.2302	31.7	10.5	19.6	22.3	21.4	191.0	3,199,003	651,364	253,809	489,491	140,471	700,594	142,298
ROANOKE	**227.1**	**.0934**	**34.4**	**10.1**	**17.7**	**20.2**	**28.8**	**85.8**	**1,416,764**	**294,962**	**137.252**	**208,291**	**85,293**	**278,729**	**58,601**
Botetourt	25.5	.0105	34.3	8.5	17.2	22.9	25.9	8.8	63,935	9,158	4,374	944	1,762	7,200	1,234
Roanoke	76.2	.0314	34.0	9.3	18.0	23.9	24.3	25.3	307,652	90,050	26,336	54,458	26,250	18,068	12,851
Roanoke city	100.9	.0415	34.7	10.3	17.8	16.6	33.0	42.7	852,370	149,816	94,687	138,097	49,886	191,520	33,885
• Roanoke	100.9	.0415	34.7	10.3	17.8	16.6	33.0	42.7	852,370	149,816	94,687	138,097	49,886	191,520	33,885
Salem city	24.5	.0100	34.3	13.4	16.8	20.3	28.4	9.0	192,807	45,938	11,855	14,792	7,395	61,941	10,631
Salem	24.5	.0100	34.3	13.4	16.8	20.3	28.4	8.9	192,807	45,938	11,855	14,792	7,395	61,941	10,631
SUBURBAN TOTAL	126.2	.0519	34.1	9.9	17.5	23.0	25.5	43.1	564,394	145,146	42,565	70,194	35,407	87,209	24,716
OTHER COUNTIES															
Accomack	31.8	.0131	37.2	8.9	13.9	18.0	34.8	11.6	138,889	41,601	13,893	11,275	5,603	18,198	5,206
☐ Alexandria city	111.8	.0459	32.7	11.5	28.4	20.5	23.1	55.2	1,121,025	135,013	121,688	168,578	65,040	405,961	31,109
Alexandria	111.8	.0459	32.7	11.5	28.4	20.5	23.1	55.1	1,121,025	135,013	121,688	168,578	65,040	405,961	31,109
Alleghany	14.3	.0058	33.5	8.8	16.4	22.1	25.4	4.6	875	584	132	118			
Amelia	8.7	.0036	33.7	9.8	15.3	20.8	27.3	2.7	18,901	4,355	491	795	391	5,672	1,171
Appomattox	12.8	.0053	34.2	9.4	14.9	21.5	27.3	4.4	45,415	9,956	3,046	673	472	16,640	3,020
☐ Arlington	156.4	.0643	33.6	13.2	25.9	20.0	26.4	74.3	1,244,048	198,949	164,719	92,229	81,406	447,544	66,236
• Arlington	156.4	.0643	33.6	13.2	25.9	20.0	26.4	74.2	1,244,048	198,949	164,719	92,229	81,406	447,544	66,236
Augusta	54.8	.0226	33.7	9.8	17.1	22.1	25.8	18.3	238,732	38,652	13,078	5,690	2,129	103,235	2,121
Bath	5.9	.0024	35.5	9.6	16.1	22.5	28.4	2.0	9,841	3,119	303	556	1,087	349	355
Bedford	40.6	.0167	33.6	8.7	17.9	21.7	25.9	12.9	20,272	5,908	1,498	61	1,376	2,207	1,105
Bedford city	6.2	.0026	41.7	8.8	13.8	16.9	40.9	2.3	93,293	30,453	5,564	13,156	2,313	18,856	3,147
Bedford	6.2	.0026	41.7	8.8	13.8	16.9	40.9	2.2	93,293	30,453	5,564	13,156	2,313	18,856	3,147
Bland	6.6	.0027	33.2	10.0	19.9	19.4	26.9	2.2	7,613	1,785	304		112	3,594	180
☐ Bristol city	18.4	.0075	36.3	10.9	14.9	19.0	32.8	7.3	220,171	31,917	16,228	44,907	9,364	57,639	4,317
• Bristol	18.4	.0075	36.3	10.9	14.9	19.0	32.8	7.3	220,171	31,917	16,228	44,907	9,364	57,639	4,317
Brunswick	15.9	.0065	32.8	12.0	14.5	17.3	29.5	5.0	34,654	12,118	1,179	1,542	496	10,391	1,561
Buchanan	38.8	.0160	28.5	11.6	18.0	20.6	17.7	12.3	114,491	17,190	7,583	13,372	9,374	22,743	7,397
Buckingham	12.5	.0051	33.3	9.7	15.0	18.1	29.4	3.9	21,245	6,478	1,246	2,310	202	4,784	396
Buena Vista city	6.6	.0028	33.3	10.9	16.2	20.8	26.3	2.3	27,797	9,124	2,908	1,642	994	1,871	2,205
Buena Vista	6.6	.0028	33.3	10.9	16.2	20.8	26.3	2.2	27,797	9,124	2,908	1,642	994	1,871	2,205
Caroline	19.9	.0082	31.5	10.8	16.4	19.7	24.5	6.3	42,841	11,974	4,269	533	1,014	11,793	1,341
Carroll	28.3	.0116	35.4	8.7	16.0	20.7	29.8	9.7	64,288	15,267	4,755	6,983	2,478	11,206	4,231
Charlotte	12.0	.0050	34.9	9.3	13.6	18.9	31.0	4.0	19,265	7,586	983	1,108	617	3,506	1,093
Clarke	10.8	.0045	35.5	7.8	17.3	20.8	29.8	3.9	28,529	7,391	3,441	629	995	5,170	335
Clifton Forge city	5.0	.0021	40.6	8.6	12.8	16.7	40.1	1.9	24,703	9,187	1,065	2,174	497	4,245	2,569
Clifton Forge	5.0	.0021	40.6	8.6	12.8	16.7	40.1	1.9	24,703	9,187	1,065	2,174	497	4,245	2,569
Covington city	8.0	.0032	37.7	9.7	14.8	17.3	36.0	3.0	110,593	22,329	7,831	10,149	4,559	31,529	3,901
Covington	8.0	.0032	37.7	9.7	14.8	17.3	36.0	3.0	110,593	22,329	7,831	10,149	4,559	31,529	3,901
Craig	4.3	.0017	35.1	9.1	16.9	20.8	29.3	1.5	4,866	2,253	576		95	184	60
Culpeper	25.1	.0104	33.4	9.3	16.7	20.3	27.0	8.4	99,089	26,957	6,411	15,757	6,279	17,466	5,178
Cumberland	8.5	.0035	33.6	8.5	14.2	19.5	28.5	2.8	19,595	7,776	427	1,212	1,783	486	185
Dickenson	20.8	.0085	30.5	10.5	16.8	19.6	22.8	6.9	63,172	17,615	3,180	3,168	1,941	20,197	2,002
Emporia city	4.7	.0020	39.0	8.9	13.1	16.7	38.0	1.9	84,011	20,463	7,958	4,083	5,645	16,818	2,850
Emporia	4.7	.0020	39.0	8.9	13.1	16.7	38.0	1.8	84,011	20,463	7,958	4,083	5,645	16,818	2,850
Essex	9.4	.0038	34.9	8.8	15.9	18.6	31.3	3.1	69,045	17,341	7,592	6,094	3,481	11,406	4,535
☐ Fairfax	701.5	.2885	32.1	9.5	20.0	26.8	17.3	250.8	5,456,029	1,000,177	481,729	710,331	441,480	1,310,337	189,155
☐ Fairfax city	20.1	.0082	31.8	13.1	20.1	23.0	20.5	7.3	829,472	86,912	69,025	158,791	66,591	275,182	29,576
Fairfax	20.1	.0082	31.8	13.1	20.1	23.0	20.5	7.3	829,472	86,912	69,025	158,791	66,591	275,182	29,576
☐ Falls Church city	9.4	.0039	37.1	8.6	21.0	21.9	31.5	4.4	301,183	29,042	17,902	60.223	12,097	123,353	8,534
Falls Church	9.4	.0039	37.1	8.6	21.0	21.9	31.5	4.3	301,183	29,042	17,902	60,223	12,097	123,353	8,534
Fauquier	43.3	.0178	32.7	9.8	16.9	23.3	22.9	14.4	171,808	51,428	18,941	2,077	3,207	30,539	8,763
Floyd	12.3	.0050	36.3	9.0	15.5	20.1	31.9	4.4	26,149	5,652	700	879	2,759	11,410	185
Franklin	37.8	.0155	32.9	11.6	16.8	21.1	25.4	12.7	83,446	26,260	6,431	2,957	3,604	16,145	5,501
Franklin city	7.6	.0031	33.2	10.6	15.6	17.3	29.9	2.6	60,504	11,823	5,146	8,033	4,606	8,406	6,224
Franklin	7.6	.0031	33.2	10.6	15.6	17.3	29.9	2.6	60,504	11,823	5,146	8,033	4,606	8,406	6,224
Frederick	38.0	.0157	31.9	9.3	18.0	23.0	21.4	12.2	133,340	29,935	5,292	5,858	5,098	45,781	1,491
Fredericksburg city	18.9	.0078	32.9	18.6	16.1	16.2	30.4	7.5	354,165	50,255	39,926	34,709	26,134	70,836	19,118
Fredericksburg	18.9	.0078	32.9	18.6	16.1	16.2	30.4	7.5	354,165	50,255	39,926	34,709	26,134	70,836	19,118
Galax city	6.7	.0028	39.0	9.1	14.7	19.4	36.0	2.9	83,977	20,934	7,891	10,626	5,855	16,657	3,151
Galax	6.7	.0028	39.0	9.1	14.7	19.4	36.0	2.9	83,977	20,934	7,891	10,626	5,855	16,657	3,151
Giles	18.0	.0074	34.8	8.8	15.8	20.0	29.7	6.2	83,274	28,576	2,272	6,301	3,610	24,831	3,668
Grayson	16.9	.0069	36.2	8.9	15.3	20.7	31.2	6.3	32,800	10,799	1,759	3,708	2,657	8,312	1,295
Greensville	10.6	.0044	31.1	9.8	15.5	18.2	25.7	3.1	2,381	2,007					153
Halifax	30.0	.0123	34.0	9.8	15.7	19.4	28.9	9.5	24,751	6,890	1,446	1,299	695	3,161	1,015
Harrisonburg city	27.8	.0115	26.8	31.4	14.7	14.5	23.5	9.1	381,821	76,669	40,727	80,197	27,806	68,296	14,667
Harrisonburg	27.8	.0115	26.8	31.4	14.7	14.5	23.5	9.1	381,821	76,669	40,727	80,197	27,806	68,296	14,667
Henry	59.7	.0246	32.3	10.2	16.5	23.3	23.1	20.5	206,359	62,494	15,528	5,437	6,172	42,099	10,478
Highland	3.1	.0012	36.7	10.3	16.4	18.9	33.4	1.1	5,749	517	616	205	571	659	
Isle of Wight	24.8	.0102	32.5	10.2	16.9	20.9	24.9	8.2	62,625	23,993	5,169	3,291	951	13,456	3,597

VA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
King and Queen	6.1	.0025	34.8	9.4	15.8	18.4	31.3	2.2	6,206	2,346	298	295	160	1,936	
King George	12.3	.0050	31.6	8.6	17.5	22.2	21.8	4.0	17,894	3,999	1,441	667	389	5,955	863
King William	10.0	.0041	33.1	8.7	17.3	20.6	26.0	3.5	42,422	11,538	755	704	2,657	15,233	1,578
Lancaster	10.8	.0045	42.9	7.9	12.3	17.4	42.0	4.2	60,324	17,196	2,139	2,767	3,428	17,880	1,732
Lee	27.7	.0114	33.4	9.2	15.7	18.4	29.0	9.5	47,804	16,566	2,905	4,585	1,418	8,627	2,381
Lexington city	6.8	.0028	24.9	36.6	10.9	13.3	25.2	2.1	72,473	19,661	11,183	5,619	3,577	11,987	3,300
Lexington	6.8	.0028	24.9	36.6	10.9	13.3	25.2	2.1	72,473	19,661	11,183	5,619	3,577	11,987	3,300
☐ Loudoun	71.0	.0292	31.1	8.2	20.0	25.3	16.9	23.6	371,334	118,817	22,587	16,672	21,161	68,603	20,141
Louisa	19.8	.0081	33.8	9.6	15.4	20.1	28.1	6.7	46,716	18,987	2,424	2,714	1,355	6,482	2,042
Lunenburg	12.2	.0050	35.4	9.0	14.4	18.6	31.9	4.1	32,573	11,150	904	2,696	1,119	5,252	1,565
Madison	11.1	.0046	34.4	9.1	16.2	19.4	29.6	3.8	40,435	15,549	1,353	1,516	104	5,548	1,377
☐ Manassas city	19.4	.0080	28.8	10.6	24.1	20.6	14.5	6.6	304,518	55,509	19,761	16,092	8,007	137,878	5,476
Manassas	19.4	.0080	28.8	10.6	24.1	20.6	14.5	6.6	304,518	55,509	19,761	16,092	8,007	137,878	5,476
☐ Manassas Park city	7.2	.0030	25.9	12.5	21.3	19.8	10.8	2.2	16,602	8,380	1,365		826	3,069	1,488
Manassas Park	7.2	.0030	25.9	12.5	21.3	19.8	10.8	2.2	16,602	8,380	1,365		826	3,069	1,488
Martinsville city	18.8	.0077	37.2	9.2	15.0	18.7	34.1	7.1	175,035	35,358	12,436	30,495	10,668	36,177	8,099
Martinsville	18.8	.0077	37.2	9.2	15.0	18.7	34.1	7.1	175,035	35,358	12,436	30,495	10,668	36,177	8,099
Mathews	8.8	.0036	42.3	7.7	12.3	18.7	41.0	3.6	21,443	8,779	884	232	903	3,154	1,265
Mecklenburg	30.1	.0124	35.1	9.3	15.2	18.6	31.6	10.5	136,525	35,172	7,682	8,856	5,957	31,339	6,908
Middlesex	8.5	.0035	41.7	7.6	13.0	18.1	40.1	3.3	26,101	9,317	1,932	936	1,473	2,397	965
Montgomery	67.1	.0276	25.0	31.1	17.1	16.1	16.7	22.3	357,328	72,529	34,801	46,910	13,343	94,312	10,776
Nelson	12.4	.0051	35.9	9.0	15.2	19.6	31.7	4.3	43,062	5,963	1,677	495	580	20,462	772
Northampton	14.5	.0060	36.6	10.2	13.3	16.9	34.9	5.4	53,864	19,515	3,858	3,964	1,331	4,560	4,228
Northumberland	10.1	.0041	43.1	8.2	12.2	17.0	42.2	4.0	39,124	13,354	1,389	1,930	133	3,646	6,577
Norton city	4.6	.0019	33.2	10.4	16.0	18.0	29.1	1.6	109,607	16,051	5,745	14,561	2,384	37,792	5,488
Norton	4.6	.0019	33.2	10.4	16.0	18.0	29.1	1.6	109,607	16,051	5,745	14,561	2,384	37,792	5,488
Nottoway	15.2	.0063	37.5	9.0	13.2	18.6	34.7	5.4	59,243	14,284	4,113	2,242	5,437	14,815	3,529
Orange	20.7	.0085	34.8	9.1	15.6	20.1	29.6	7.2	78,536	17,172	4,100	4,880	2,410	24,284	5,658
Page	20.6	.0084	34.9	9.0	16.0	20.5	29.3	7.5	82,223	22,471	14,115	5,544	2,873	14,411	5,333
Patrick	18.4	.0076	35.5	8.5	15.4	22.1	28.8	6.4	36,602	11,217	1,732	6,813	1,181	5,331	2,143
Prince Edward	17.6	.0072	29.2	22.3	12.7	15.7	26.9	5.1	105,622	21,883	10,045	14,475	7,556	25,040	6,046
☐ Prince William	174.2	.0716	27.9	10.9	21.9	25.2	9.2	51.1	1,024,301	187,265	92,474	92,037	63,910	276,741	32,452
Pulaski	36.3	.0149	33.2	9.3	17.6	20.2	26.6	12.9	124,189	36,490	7,053	11,955	3,704	27,128	6,265
Radford city	13.9	.0057	24.5	36.2	12.5	14.1	21.0	3.8	80,944	15,005	4,820	6,050	5,171	26,933	4,508
Radford	13.9	.0057	24.5	36.2	12.5	14.1	21.0	3.8	80,944	15,005	4,820	6,050	5,171	26,933	4,508
Rappahannock	6.8	.0028	35.5	8.5	17.0	21.2	29.5	2.5	6,938	1,759	953	219	1,122	147	
Richmond	6.9	.0028	36.7	9.3	14.4	20.0	32.5	2.5	29,535	12,641	2,326	1,914	2,374	4,647	1,383
Rockbridge	18.2	.0075	32.5	15.3	15.3	20.0	26.3	5.9	110,009	17,035	7,743	597	4,326	22,121	1,648
Rockingham	54.3	.0223	32.0	13.1	17.5	20.1	24.6	18.4	122,946	26,879	9,749	6,931	3,843	27,551	2,853
Russell	34.4	.0141	31.6	10.5	18.0	20.0	24.0	11.7	77,213	24,351	5,493	4,504	5,838	16,929	3,407
☐ Scott	25.6	.0106	35.5	9.2	15.1	21.1	29.7	8.8	109,625	28,998	3,692	1,704	3,641	39,828	2,940
Shenandoah	30.0	.0123	36.1	8.9	15.9	20.1	31.4	11.2	127,712	38,477	10,140	2,573	3,622	23,270	3,655
Smyth	33.6	.0138	35.2	9.5	15.4	21.2	29.1	11.7	135,080	28,997	9,652	10,538	4,427	27,653	6,176
Southampton	18.0	.0074	32.8	12.9	15.4	19.3	27.3	5.2	46,668	9,669	2,607	1,148	1,940	18,269	581
South Boston city	7.5	.0031	36.3	8.0	15.6	18.1	33.7	2.7	109,859	25,396	7,840	19,078	7,616	18,452	5,537
South Boston	7.5	.0031	36.3	8.0	15.6	18.1	33.7	2.6	109,859	25,396	7,840	19,078	7,616	18,452	5,537
Spotsylvania	39.2	.0161	29.5	8.7	20.6	21.2	17.5	12.3	221,699	40,522	14,253	62,445	5,743	60,666	2,930
☐ Stafford	53.1	.0219	29.9	10.3	19.2	24.0	16.3	16.0	192,551	65,223	19,822	12,989	1,382	34,309	1,175
Staunton city	21.5	.0089	36.9	11.4	15.8	20.1	32.6	7.8	164,025	42,763	13,267	31,180	10,332	21,755	9,152
Staunton	21.5	.0089	36.9	11.4	15.8	20.1	32.6	7.7	164,025	42,763	13,267	31,180	10,332	21,755	9,152
Surry	6.3	.0026	33.1	10.4	15.2	18.0	29.1	2.0	12,200	6,148	927	728	165	2,528	88
Sussex	10.3	.0042	33.2	9.9	15.7	18.6	28.5	3.4	60,389	18,689	6,743	1,767	2,140	11,485	2,250
Tazewell	51.7	.0212	31.8	10.2	17.5	19.7	24.7	17.5	281,665	79,986	13,196	27,635	11,464	78,861	12,991
Warren	23.8	.0098	34.6	9.1	16.3	20.8	28.6	8.9	105,625	35,527	8,763	8,078	3,783	17,718	3,920
☐ Washington	49.6	.0204	33.6	10.4	16.3	21.4	26.3	16.6	135,050	40,154	13,577	10,964	9,881	23,513	3,435
Waynesboro city	18.1	.0075	35.6	10.0	15.5	20.4	30.5	7.0	151,231	32,274	12,476	16,889	9,026	39,214	6,727
Waynesboro	18.1	.0075	35.6	10.0	15.5	20.4	30.5	7.0	151,231	32,274	12,476	16,889	9,026	39,214	6,727
Westmoreland	15.1	.0062	37.5	8.7	13.3	18.2	35.1	5.7	41,470	14,787	3,899	1,850	506	12,875	1,598
Winchester city	21.1	.0086	35.4	12.3	16.1	17.9	32.5	8.5	257,903	51,583	24,732	37,680	15,815	60,524	17,989
Winchester	21.1	.0086	35.4	12.3	16.1	17.9	32.5	8.4	257,903	51,583	24,732	37,680	15,815	60,524	17,989
Wise	47.2	.0194	31.0	11.3	17.5	18.3	24.6	15.5	197,241	71,402	11,092	15,721	4,393	37,756	7,365
Wythe	26.3	.0109	34.3	9.3	16.1	20.5	28.4	9.4	160,530	31,136	13,126	11,632	4,998	35,412	7,301
TOTAL METRO COUNTIES	**4,152.6**	**1.7074**	**31.3**	**12.5**	**19.6**	**21.4**	**21.4**	**1,486.5**	**28,018,940**	**5,176,103**	**2,566,120**	**3,476,312**	**1,743,442**	**7,129,919**	**970,524**
TOTAL STATE	**5,845.1**	**2.4033**	**31.7**	**12.2**	**18.5**	**20.9**	**23.1**	**2,065.4**	**35,450,337**	**7,013,370**	**3,136,438**	**4,189,977**	**2,073,884**	**8,821,567**	**1,296,923**

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(See page B-26)

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METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CHARLOTTESVILLE	**1,554,448**	**24,591**	**23.1**	**27.2**	**16.8**	**15.5**	**.0542**
Albemarle	889,902	28,597	20.4	27.7	17.8	21.1	.0260
Charlottesville city	450,125	19,791	27.2	26.0	14.4	9.1	.0221
• Charlottesville	450,125	19,791	27.2	26.0	14.4	9.1	.0221
Fluvanna	116,901	21,981	26.3	26.8	16.9	11.3	.0033
Greene	97,520	28,033	17.3	29.7	22.6	13.6	.0028
SUBURBAN TOTAL	1,104,323	27,655	20.8	28.0	18.1	19.0	.0321
DANVILLE	**1,155,859**	**22,029**	**24.8**	**28.4**	**15.7**	**10.4**	**.0385**
Danville city	491,942	20,908	25.3	26.3	14.5	11.2	.0195
• Danville	491,942	20,908	25.3	26.3	14.5	11.2	.0195
Pittsylvania	663,917	22,800	24.5	30.1	16.7	9.7	.0190
SUBURBAN TOTAL	663,917	22,892	24.4	30.1	16.7	9.7	.0190
LYNCHBURG	**1,668,613**	**25,528**	**22.4**	**29.0**	**17.4**	**15.5**	**.0584**
Amherst	310,487	26,245	22.2	31.4	19.8	12.4	.0102
Campbell	515,725	27,086	20.7	30.0	19.9	15.5	.0152
Lynchburg city	842,401	24,259	23.6	27.3	15.0	16.6	.0330
• Lynchburg	842,401	24,259	23.6	27.3	15.0	16.6	.0330
SUBURBAN TOTAL	826,212	26,764	21.2	30.7	19.8	14.3	.0254
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**15,316,303**	**25,898**	**22.0**	**27.9**	**18.0**	**16.4**	**.5209**
Chesapeake city	1,523,232	29,068	18.6	29.5	21.2	17.3	.0490
Chesapeake	1,523,232	29,068	18.6	29.5	21.2	17.3	.0490
Gloucester	270,582	22,712	24.5	30.4	15.8	9.8	.0091
Hampton city	1,477,493	26,422	22.3	28.6	18.3	16.4	.0567
• Hampton	1,477,493	26,422	22.3	28.6	18.3	16.4	.0567
James City	342,340	29,736	19.9	25.9	18.7	22.7	.0103
Newport News city	1,734,232	23,216	24.6	28.7	16.9	11.7	.0607
• Newport News	1,734,232	23,216	24.6	28.7	16.9	11.7	.0607
Norfolk city	3,046,845	20,133	27.7	26.1	13.1	11.1	.1101
• Norfolk	3,046,845	20,133	27.7	26.1	13.1	11.1	.1101
Poquoson city	123,260	33,750	15.0	26.6	25.9	21.7	.0036
Poquoson	123,260	33,750	15.0	26.5	25.9	21.7	.0036
Portsmouth city	1,183,747	22,943	23.6	27.0	16.0	13.5	.0404
• Portsmouth	1,183,747	22,943	23.6	27.0	16.0	13.5	.0404
Suffolk city	535,687	24,152	22.0	26.7	17.6	14.4	.0205
• Suffolk	535,687	24,152	22.1	26.6	17.6	14.4	.0205
Virginia Beach city	4,415,659	32,246	17.4	28.2	21.7	23.1	.1362
• Virginia Beach	4,415,659	32,246	17.4	28.2	21.7	23.1	.1362
Williamsburg city	129,258	22,959	27.0	25.9	11.2	19.2	.0093
Williamsburg	129,258	22,959	27.0	25.9	11.2	19.2	.0093
York	533,968	34,441	16.2	27.3	22.1	27.1	.0150
SUBURBAN TOTAL	2,922,640	29,033	19.3	28.6	20.2	18.8	.0963
RICHMOND - PETERSBURG	**10,364,220**	**28,145**	**19.9**	**27.4**	**19.4**	**18.5**	**.3490**
Charles City	60,771	24,761	21.9	32.6	14.9	13.6	.0017
Chesterfield	2,336,856	36,654	13.0	26.9	26.1	27.1	.0723
Colonial Heights city	191,970	28,097	20.3	31.6	22.3	12.8	.0065
Colonial Heights	191,970	28,097	20.3	31.6	22.3	12.8	.0065
Dinwiddie	204,098	26,974	20.7	27.7	19.3	15.7	.0060
Goochland	163,754	29,188	17.7	26.2	17.8	21.3	.0043
Hanover	764,734	35,328	15.4	22.9	23.8	26.9	.0241
Henrico	2,837,962	30,913	18.2	29.9	21.8	20.1	.0947
Hopewell city	295,182	28,017	19.5	27.6	19.0	17.7	.0095
Hopewell	295,182	28,017	19.5	27.6	19.0	17.7	.0095
New Kent	131,859	29,962	15.3	31.2	22.2	17.2	.0035
Petersburg city	383,329	18,089	28.1	26.5	11.2	7.8	.0166
• Petersburg	383,329	18,089	28.1	26.5	11.2	7.8	.0166
Powhatan	144,214	32,532	15.2	26.6	23.8	21.3	.0042
Prince George	249,587	27,015	23.1	31.0	20.1	15.0	.0081
Richmond city	2,599,904	20,882	25.5	26.2	13.3	12.5	.0975
• Richmond	2,599,904	20,882	25.5	26.2	13.3	12.5	.0975
SUBURBAN TOTAL	7,380,987	32,419	16.7	28.2	22.9	22.1	.2349
ROANOKE	**2,668,134**	**23,643**	**24.1**	**28.1**	**17.1**	**12.7**	**.0923**
Botetourt	254,490	23,497	25.1	30.0	16.7	10.2	.0077
Roanoke	957,648	31,417	17.6	29.5	23.1	19.7	.0286
Roanoke city	1,156,410	19,637	27.3	26.4	13.7	9.1	.0450
• Roanoke	1,156,410	19,637	27.3	26.4	13.7	9.1	.0450
Salem city	299,586	23,846	25.7	29.1	17.1	13.2	.0110
Salem	299,586	23,846	25.8	29.1	17.1	13.2	.0110
SUBURBAN TOTAL	1,511,724	28,253	20.9	29.5	20.5	16.4	.0473
OTHER COUNTIES							
Accomack	285,675	16,927	28.8	22.9	10.3	9.4	.0102
☐ Alexandria city	2,511,778	35,322	14.3	26.8	18.9	31.7	.0740
Alexandria	2,511,778	35,322	14.5	26.7	18.8	31.7	.0740
Alleghany	150,068	26,686	20.0	28.5	19.5	15.9	.0036
Amelia	68,685	20,429	28.3	31.3	13.0	6.8	.0024
Appomattox	122,149	22,589	24.1	31.5	15.6	9.1	.0039
☐ Arlington	3,612,500	37,619	14.3	24.6	17.3	36.2	.0988
• Arlington	3,612,500	37,619	14.4	24.5	17.3	36.2	.0988
Augusta	616,614	26,175	21.7	29.6	18.4	15.9	.0197
Bath	58,424	18,614	30.7	20.2	13.7	12.3	.0017
Bedford	394,775	25,134	22.6	31.6	17.9	12.5	.0103
Bedford city	59,767	19,294	26.8	26.2	12.6	9.6	.0035
Bedford	59,767	19,294	26.8	26.2	12.6	9.6	.0035
Bland	54,038	21,048	25.2	36.2	11.9	5.0	.0016
☐ Bristol city	186,433	19,436	24.0	27.4	12.8	8.5	.0091
• Bristol	186,433	19,436	24.0	27.4	12.8	8.5	.0091
Brunswick	118,025	16,974	32.4	24.3	11.2	6.3	.0040
Buchanan	353,746	23,446	22.3	31.0	16.0	10.3	.0115
Buckingham	91,058	17,600	29.6	26.9	10.2	6.7	.0029
Buena Vista city	61,957	22,479	26.3	35.9	15.9	6.0	.0022
Buena Vista	61,957	22,479	26.3	36.0	15.9	6.0	.0022
Caroline	178,003	22,203	28.1	27.9	15.9	10.8	.0055
Carroll	236,548	19,375	28.1	30.5	11.5	6.2	.0076
Charlotte	92,738	17,465	27.0	26.8	10.6	6.5	.0029
Clarke	141,791	26,651	20.2	29.7	16.6	18.6	.0039
Clifton Forge city	54,093	21,000	24.5	23.8	15.3	13.1	.0018

Richmond is a worker's paradise with a 4% unemployment average during the last 10 years.*

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VA. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Clifton Forge	54,093	21,000	24.5	23.8	15.3	13.1	.0018
Covington city	70,643	18,959	29.7	29.1	13.5	4.9	.0041
Covington	70,643	18,959	29.7	29.1	13.5	4.9	.0041
Craig	42,769	24,367	25.2	31.0	20.2	7.9	.0012
Culpeper	233,077	21,484	24.6	28.8	14.3	10.3	.0079
Cumberland	65,100	17,593	29.1	26.2	9.4	7.8	.0022
Dickenson	175,840	20,500	25.1	31.3	13.2	6.7	.0059
Emporia city	47,317	18,092	32.4	25.4	10.9	7.2	.0029
Emporia	47,317	18,092	32.3	25.4	11.0	7.2	.0029
Essex	72,628	17,888	31.5	27.8	8.9	6.7	.0033
☐ **Fairfax**	13,873,600	48,324	9.2	18.9	19.6	47.9	.4012
☐ **Fairfax city**	398,557	46,063	10.1	20.7	18.8	45.6	.0252
Fairfax	398,557	46,063	10.1	20.7	18.8	45.6	.0252
☐ **Falls Church city**	224,852	41,469	12.3	22.1	19.8	40.8	.0107
Falls Church	224,852	41,469	12.3	22.1	19.7	40.8	.0107
Fauquier	531,272	29,199	20.1	26.2	18.8	21.1	.0160
Floyd	109,758	19,788	25.8	29.8	12.8	6.9	.0034
Franklin	364,113	22,917	25.7	31.8	15.5	9.7	.0109
Franklin city	74,670	20,709	24.6	25.4	10.8	15.3	.0030
Franklin	74,670	20,709	24.6	25.4	10.8	15.3	.0030
Frederick	405,836	27,604	20.8	29.7	21.7	14.5	.0128
Fredericksburg city	220,382	21,073	26.2	27.6	12.5	12.9	.0125
Fredericksburg	220,382	21,073	26.2	27.6	12.5	12.9	.0125
Galax city	74,578	17,137	35.7	25.9	9.8	5.3	.0035
Galax	74,578	17,137	35.7	25.9	9.8	5.3	.0035
Giles	173,404	22,081	26.8	31.3	14.1	9.9	.0060
Grayson	165,168	19,686	29.4	31.9	10.4	6.9	.0049
Greensville	73,490	17,963	28.5	27.4	10.7	6.9	.0022
Halifax	268,498	22,171	24.3	28.8	16.6	9.9	.0075
Harrisonburg city	262,648	18,584	29.3	24.9	12.5	9.2	.0145
Harrisonburg	262,648	18,584	29.3	24.9	12.5	9.2	.0145
Henry	606,823	24,463	23.6	33.6	16.7	10.4	.0194
Highland	23,924	17,069	25.5	26.7	10.5	5.4	.0007
Isle of Wight	246,619	24,842	21.4	30.4	18.1	11.6	.0074
King and Queen	51,218	16,491	28.9	26.6	10.6	5.0	.0015
King George	133,045	27,308	20.7	24.6	19.8	18.4	.0036
King William	100,588	22,890	24.5	30.5	16.0	10.3	.0033
Lancaster	122,039	20,866	25.5	24.6	14.1	13.0	.0043
Lee	209,115	16,283	30.3	25.1	9.9	5.2	.0067
Lexington city	73,716	20,857	26.1	21.8	12.4	17.7	.0032
Lexington	73,716	20,857	26.1	21.8	12.4	17.7	.0032
☐ **Loudoun**	1,009,268	36,083	13.7	25.0	23.0	28.9	.0303
Louisa	151,935	17,938	27.8	29.6	9.5	5.4	.0051
Lunenburg	110,353	19,787	28.0	26.2	12.9	10.4	.0036
Madison	97,991	20,761	26.6	32.4	12.7	7.2	.0033
☐ **Manassas city**	279,257	37,791	13.5	24.7	27.5	27.5	.0125
Manassas	279,257	37,791	13.5	24.7	27.5	27.5	.0125
☐ **Manassas Park city**	68,510	28,311	15.6	45.3	21.6	7.9	.0021
Manassas Park	68,510	28,311	15.6	45.3	21.6	7.9	.0021
Martinsville city	233,533	23,816	23.5	27.5	13.8	17.1	.0089
Martinsville	233,533	23,816	23.5	27.5	13.8	17.1	.0089
Mathews	109,952	23,194	22.6	27.0	16.3	13.4	.0031
Mecklenburg	276,867	20,057	25.5	28.4	12.9	8.8	.0098
Middlesex	90,800	19,659	27.6	25.1	12.1	11.9	.0028
Montgomery	729,802	22,830	25.1	26.2	14.3	15.3	.0250
Nelson	124,084	20,783	25.4	24.3	15.5	11.7	.0040
Northampton	130,347	17,839	27.1	23.8	11.2	9.1	.0045
Northumberland	116,931	20,732	28.1	26.5	13.2	12.0	.0035
Norton city	45,559	19,382	27.0	26.4	9.3	12.9	.0033
Norton	45,559	19,382	27.0	26.4	9.3	12.9	.0033
Nottoway	154,555	21,857	24.7	27.8	15.4	10.6	.0051
Orange	208,125	21,815	26.1	26.6	15.0	12.6	.0068
Page	203,094	20,966	28.3	28.8	14.2	9.2	.0068
Patrick	177,789	21,533	26.5	28.9	16.3	8.0	.0052
Prince Edward	128,680	18,000	28.2	27.9	10.0	7.0	.0057
☐ **Prince William**	2,321,162	40,231	11.3	23.6	26.7	33.1	.0741
Pulaski	373,744	23,421	25.3	31.7	16.4	9.9	.0118
Radford city	142,327	25,297	25.0	25.8	15.7	17.5	.0051
Radford	142,327	25,297	25.0	25.8	15.7	17.5	.0051
Rappahannock	71,922	22,000	24.2	27.1	14.4	12.0	.0018
Richmond	70,815	22,094	23.6	28.5	14.3	11.6	.0024
Rockbridge	150,509	20,381	27.4	29.6	13.5	7.8	.0063
Rockingham	510,118	21,734	26.0	32.6	13.3	8.6	.0154
Russell	284,163	19,342	27.2	28.7	12.8	6.9	.0092
☐ **Scott**	239,183	20,422	25.4	24.6	14.6	11.7	.0084
Shenandoah	312,581	21,627	27.4	30.0	14.2	9.9	.0102
Smyth	330,994	21,731	27.4	31.8	14.1	8.5	.0111
Southampton	138,777	20,816	21.3	27.5	14.8	9.3	.0048
South Boston city	75,303	21,576	24.8	30.7	12.9	10.3	.0040
South Boston	75,303	21,576	24.8	30.7	12.9	10.3	.0040
Spotsylvania	444,101	30,759	17.5	29.8	23.7	17.6	.0152
☐ **Stafford**	641,256	33,670	16.6	27.5	24.0	23.3	.0190
Staunton city	228,893	22,192	26.2	29.3	15.6	10.5	.0090
Staunton	228,893	22,192	26.2	29.2	15.6	10.5	.0090
Surry	49,935	19,132	27.7	28.8	12.0	7.0	.0016
Sussex	95,674	22,048	22.3	28.5	13.8	11.4	.0036
Tazewell	403,538	18,251	29.6	30.2	10.2	4.9	.0168
Warren	223,868	20,039	28.6	30.4	13.9	5.9	.0079
☐ **Washington**	440,783	19,655	28.0	28.4	12.9	7.8	.0142
Waynesboro city	227,427	24,994	23.6	31.0	16.7	14.3	.0083
Waynesboro	227,427	24,994	23.6	31.0	16.7	14.3	.0083
Westmoreland	133,866	17,559	29.7	24.7	10.6	7.7	.0042
Winchester city	265,527	21,809	27.0	25.5	13.9	14.6	.0114
Winchester	265,527	21,809	27.0	25.6	13.8	14.6	.0114
Wise	443,990	22,873	24.1	28.9	16.2	10.7	.0154
Wythe	230,907	18,974	31.3	30.4	10.6	6.2	.0093
TOTAL METRO COUNTIES	**58,534,716**	**30,727**	**18.5**	**25.7**	**18.8**	**24.2**	**1.8929**
TOTAL STATE	**74,970,524**	**27,757**	**20.5**	**26.6**	**17.6**	**20.4**	**2.4582**

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Hampton Roads

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Source: Simmons Scarborough 1985

WASHINGTON

WASH.
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BELLINGHAM	**116.1**	**.0478**	**30.7**	**14.2**	**19.9**	**17.3**	**24.1**	**44.8**	**662,870**	**151,905**	**73,242**	**73,720**	**35,248**	**135,685**	**20,950**
Whatcom	116.1	.0478	30.7	14.2	19.9	17.3	24.1	44.8	662,870	151,905	73,242	73,720	35,248	135,685	20,950
• Bellingham	46.5	.0191	30.3	20.4	20.2	14.7	25.9	19.4	459,986	101,460	49,043	61,768	26,669	90,479	17,160
SUBURBAN TOTAL	69.6	.0287	31.0	10.1	19.7	19.0	23.0	25.4	202,884	50,445	24,199	11,952	8,579	45,206	3,790
BREMERTON	**170.9**	**.0702**	**31.2**	**11.9**	**19.3**	**19.8**	**22.9**	**63.5**	**736,829**	**169,409**	**79,374**	**66,877**	**37,606**	**161,528**	**40,678**
Kitsap	170.9	.0702	31.2	11.9	19.3	19.8	22.9	63.5	736,829	169,409	79,374	66,877	37,606	161,528	40,678
• Bremerton	36.2	.0149	29.4	20.7	18.9	13.7	25.8	14.7	392,693	63,610	41,889	59,178	24,773	106,097	23,593
SUBURBAN TOTAL	134.7	.0553	31.6	9.5	19.4	21.4	22.1	48.8	344,136	105,799	37,485	7,699	12,833	55,431	17,085
OLYMPIA	**146.7**	**.0603**	**31.6**	**10.4**	**19.3**	**20.2**	**23.2**	**57.3**	**822,898**	**203,116**	**80,794**	**119,452**	**40,772**	**157,475**	**26,695**
Thurston	146.7	.0603	31.6	10.4	19.3	20.2	23.2	57.3	822,898	203,116	80,794	119,452	40,772	157,475	26,695
• Olympia	30.8	.0127	33.3	11.1	19.4	18.9	27.8	13.7	454,214	77,939	38,829	75,373	28,892	124,864	9,755
SUBURBAN TOTAL	115.9	.0476	31.1	10.2	19.2	20.6	21.9	43.6	368,684	125,177	41,965	44,079	11,880	32,611	16,940
RICHLAND - KENNEWICK - PASCO	**142.5**	**.0586**	**29.8**	**11.0**	**20.2**	**19.8**	**19.6**	**51.2**	**814,894**	**193,450**	**68,339**	**109,021**	**30,802**	**165,378**	**38,627**
Benton	106.6	.0438	30.1	10.7	20.5	21.0	19.0	38.3	567,394	149,418	50,040	83,547	25,753	79,910	28,840
• Kennewick	37.1	.0153	28.5	13.4	23.8	18.4	16.1	14.0	338,268	77,673	25,081	61,617	13,863	45,394	16,774
• Richland	31.1	.0128	32.7	9.4	18.0	22.7	23.1	11.6	167,186	49,700	17,936	21,322	9,130	18,081	10,885
Franklin	35.9	.0148	28.7	11.6	19.1	16.6	21.5	12.9	247,500	44,032	18,299	25,474	5,049	85,468	9,787
• Pasco	18.7	.0077	29.0	13.8	18.2	14.3	24.7	7.3	211,928	30,255	14,722	23,000	4,777	80,383	8,679
SUBURBAN TOTAL	55.6	.0228	29.6	9.2	19.8	21.0	18.3	18.3	97,512	35,822	10,600	3,082	3,032	21,520	2,289
SEATTLE	**1,758.2**	**.7229**	**32.4**	**11.5**	**20.6**	**20.8**	**23.8**	**705.3**	**12,242,697**	**2,505,109**	**1,374,398**	**1,261,640**	**623,824**	**2,657,585**	**397,782**
King	1,371.4	.5639	32.7	11.7	20.9	20.7	24.4	558.9	10,092,623	2,031,917	1,169,806	994,164	514,643	2,174,399	338,294
• Auburn	30.4	.0125	31.0	13.7	19.0	18.9	23.6	12.4	341,781	57,384	18,224	1,657	13,688	182,560	10,889
Bellevue	81.6	.0336	33.3	12.2	17.3	25.9	21.2	32.3	1,086,650	141,225	90,405	92,978	63,666	291,238	30,240
• Seattle	492.8	.2026	34.0	13.5	22.9	16.4	31.2	229.0	3,936,144	721,031	548,080	379,074	198,362	755,117	116,420
Snohomish	386.8	.1590	31.3	10.5	19.9	21.1	21.5	146.4	2,150,074	473,192	204,592	267,476	109,181	483,186	59,488
• Everett	59.3	.0244	33.1	12.7	17.7	16.8	29.9	25.9	656,917	111,559	69,416	113,812	29,596	156,359	23,733
SUBURBAN TOTAL	1,175.7	.4834	31.6	10.5	19.8	22.9	20.4	438.0	7,307,855	1,615,135	738,678	767,097	382,178	1,563,449	246,740
SEATTLE - TACOMA CONSOLIDATED AREA	***2,295.5***	***.9438***	***32.0***	***12.0***	***20.0***	***20.4***	***23.6***	***908.9***	***15,161,677***	***3,100,359***	***1,666,053***	***1,589,716***	***749,218***	***3,376,051***	***482,328***
SPOKANE	**358.1**	**.1472**	**31.6**	**12.1**	**18.5**	**18.3**	**25.4**	**140.9**	**2,122,615**	**470,202**	**209,239**	**253,656**	**104,150**	**509,474**	**65,952**
Spokane	358.1	.1472	31.6	12.1	18.5	18.3	25.4	140.9	2,122,615	470,202	209,239	253,656	104,150	509,474	65,952
• Spokane	175.8	.0723	32.9	12.7	18.7	15.4	30.7	76.4	1,358,827	289,369	134,454	193,754	73,872	300,748	45,865
SUBURBAN TOTAL	182.3	.0749	30.4	11.4	18.2	21.1	20.5	64.5	763,788	180,833	74,785	59,902	30,278	208,726	20,087
TACOMA	**537.3**	**.2209**	**30.6**	**13.5**	**18.6**	**19.0**	**22.8**	**203.6**	**2,918,980**	**595,250**	**291,655**	**328,076**	**125,394**	**718,466**	**84,546**
Pierce	537.3	.2209	30.6	13.5	18.6	19.0	22.8	203.6	2,918,980	595,250	291,655	328,076	125,394	718,466	84,546
• Tacoma	163.0	.0670	32.2	12.2	18.3	16.4	28.5	69.0	1,399,203	206,274	136,790	247,771	66,366	383,562	36,459
SUBURBAN TOTAL	374.3	.1539	29.9	14.1	18.8	20.1	20.3	134.6	1,519,777	388,976	154,865	80,305	59,028	334,904	48,087
VANCOUVER	**212.1**	**.0872**	**30.8**	**9.8**	**19.6**	**20.1**	**21.6**	**79.4**	**856,247**	**212,099**	**95,714**	**155,703**	**32,602**	**163,796**	**31,080**
Clark	212.1	.0872	30.8	9.8	19.6	20.1	21.6	79.4	856,247	212,099	95,714	155,703	32,602	163,796	31,080
• Vancouver	44.0	.0181	33.6	13.3	17.8	15.9	31.6	20.5	282,902	52,619	35,753	24,712	12,889	96,658	8,355
SUBURBAN TOTAL	168.1	.0691	30.1	8.9	20.2	21.2	18.9	58.9	573,345	159,480	59,961	130,991	19,713	67,138	22,725
YAKIMA	**184.3**	**.0758**	**32.0**	**10.1**	**16.6**	**18.4**	**26.6**	**68.4**	**916,704**	**221,556**	**80,884**	**103,672**	**29,736**	**217,683**	**28,925**
Yakima	184.3	.0758	32.0	10.1	16.6	18.4	26.6	68.4	916,704	221,556	80,884	103,672	29,736	217,683	28,925
• Yakima	49.9	.0205	33.8	11.1	17.5	16.6	31.2	21.0	527,153	98,548	48,025	70,330	20,066	139,588	15,547
SUBURBAN TOTAL	134.4	.0553	31.3	9.7	16.3	19.1	24.8	47.4	389,551	123,008	32,859	33,342	9,670	78,095	13,378
OTHER COUNTIES															
Adams	13.9	.0058	30.0	9.2	16.7	18.7	22.9	5.1	60,739	17,148	6,115	2,467	2,060	9,575	2,847
Asotin	17.8	.0073	33.1	9.7	16.7	18.0	28.8	7.1	54,408	22,205	7,624	54	3,645	4,142	3,287
Chelan	49.2	.0202	35.3	9.6	16.5	18.9	31.5	20.4	310,380	66,508	27,403	27,765	15,168	77,218	13,097
Clallam	53.6	.0221	33.6	10.2	17.6	17.4	30.1	21.5	270,807	64,520	25,110	28,414	8,925	66,511	12,610
Columbia	4.0	.0016	39.2	5.5	14.8	18.5	37.1	1.6	12,735	4,545	1,806	728	337	924	502
Cowlitz	79.5	.0327	31.8	10.0	18.3	19.3	24.8	30.6	450,746	120,428	48,285	59,994	13,690	108,546	13,846
Douglas	24.3	.0100	32.3	9.1	18.1	21.0	24.2	9.5	106,549	39,752	11,637	5,250	2,349	11,150	4,890
Ferry	6.3	.0026	29.5	10.4	19.2	18.6	20.8	2.1	10,240	5,731	833		276	1,969	289

Washington State's 2nd Market!

CWNN
CENTRAL WASHINGTON NEWSPAPER NETWORK

	CWNN MARKET
Gross Household Income	$30,145
Food Sales	3,444
Auto Sales	3,062

CWNN Market Offers Per Household Sales Potential, Greater than Spokane and 2nd only to Seattle!

Tri-City Herald / Yakima Herald-Republic

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

WASH. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Garfield	2.3	.0009	38.8	6.4	14.2	18.6	36.1	1.0	3,144	1,457	224		109	85	319
Grant	53.3	.0219	31.1	9.9	16.4	18.4	25.2	19.7	242,651	69,733	25,799	6,980	6,745	51,343	11,236
Grays Harbor	63.9	.0263	33.0	9.9	17.3	18.4	28.2	25.2	323,935	108,644	33,839	15,906	16,268	56,645	14,332
Island	50.8	.0209	31.3	12.7	18.4	18.2	25.0	19.1	173,508	50,534	21,787	6,312	11,586	38,389	5,629
Jefferson	18.5	.0076	36.8	7.3	17.7	18.1	34.2	7.7	70,829	22,664	7,338	2,147	1,933	5,400	906
Kittitas	24.8	.0102	30.2	19.7	17.2	16.5	25.2	9.8	146,608	38,638	21,361	12,679	3,375	26,570	1,582
Klickitat	16.7	.0069	32.3	8.7	18.3	18.5	26.6	6.3	47,102	14,055	4,108	575	873	11,970	1,687
Lewis	57.7	.0237	33.4	9.0	15.9	18.6	28.9	22.2	317,814	84,545	30,966	35,414	10,181	61,649	12,174
Lincoln	9.5	.0039	37.4	6.7	15.0	19.1	34.1	3.8	26,713	10,296	1,960	679	152	5,926	1,306
Mason	35.7	.0147	34.1	10.9	16.3	18.0	30.5	13.9	129,508	52,439	12,055	6,902	5,020	17,309	2,614
Okanogan	32.8	.0135	33.2	8.3	17.2	19.7	27.1	12.8	162,698	44,845	16,390	26,749	5,118	22,686	6,203
Pacific	17.3	.0071	37.9	8.0	15.1	16.7	36.7	7.4	61,164	20,153	8,678	4,357	1,009	4,267	2,471
Pend Oreille	9.2	.0038	33.3	7.1	16.2	19.9	27.3	3.3	37,102	21,003	2,157	369	195	5,232	1,935
San Juan	9.2	.0038	38.4	5.8	19.6	17.9	36.9	4.0	34,287	13,583	3,881	684	228	1,551	1,013
Skagit	69.2	.0284	33.9	9.3	17.6	18.7	29.4	27.6	491,401	127,472	50,506	15,047	16,359	146,032	19,716
Skamania	8.1	.0034	32.0	9.0	18.0	21.0	23.5	3.0	8,622	4,207	1,000	371		546	291
Stevens	31.5	.0130	30.8	7.9	18.5	19.8	22.3	10.9	90,202	28,148	8,510	2,602	3,199	18,166	2,353
Wahkiakum	3.5	.0015	33.8	7.4	16.4	18.0	30.1	1.4	6,186	3,646	702	223	83	168	
Walla Walla	48.1	.0197	33.0	13.4	17.1	17.6	29.0	17.8	242,305	52,553	20,239	24,792	10,816	61,533	11,997
Whitman	42.4	.0174	25.3	31.3	17.5	14.3	18.7	15.0	121,874	41,544	9,339	1,542	4,406	32,432	4,081
TOTAL METRO COUNTIES	**3,626.2**	**1.4909**	**31.7**	**11.7**	**19.6**	**19.9**	**23.6**	**1,414.4**	**22,094,734**	**4,722,096**	**2,353,639**	**2,471,817**	**1,060,134**	**4,887,070**	**735,235**
TOTAL STATE	**4,479.3**	**1.8418**	**31.8**	**11.6**	**19.2**	**19.6**	**24.3**	**1,744.2**	**26,108,991**	**5,873,092**	**2,763,291**	**2,760,819**	**1,204,239**	**5,735,004**	**888,448**

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The Seattle Times and Seattle Post-Intelligencer

The Seattle Times: Publisher of The Seattle Times and representing the Seattle Post-Intelligencer.

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BELLINGHAM	**1,250,828**	**21,200**	**24.9**	**28.0**	**14.1**	**10.4**	**.0440**
Whatcom	1,250,828	21,200	24.9	28.0	14.1	10.4	.0440
• Bellingham	503,954	18,195	25.8	24.8	11.6	9.6	.0216
SUBURBAN TOTAL	746,874	23,612	24.1	30.6	15.9	11.1	.0224
BREMERTON	**2,017,441**	**25,829**	**22.5**	**30.3**	**18.1**	**13.6**	**.0628**
Kitsap	2,017,441	25,829	22.5	30.3	18.1	13.6	.0628
• Bremerton	415,937	20,136	27.1	28.1	13.4	8.9	.0179
SUBURBAN TOTAL	1,601,504	27,610	21.2	30.8	19.6	15.0	.0449
OLYMPIA	**1,791,196**	**25,222**	**23.0**	**27.6**	**18.1**	**14.5**	**.0588**
Thurston	1,791,196	25,222	23.0	27.6	18.1	14.5	.0588
• Olympia	408,123	21,778	24.0	25.2	13.5	15.0	.0186
SUBURBAN TOTAL	1,383.073	26,373	22.7	28.4	19.5	14.4	.0402
RICHLAND - KENNEWICK - PASCO	**1,927,891**	**32,613**	**16.3**	**25.5**	**22.2**	**23.6**	**.0606**
Benton	1,519,740	34,824	14.8	24.8	23.4	26.3	.0457
• Kennewick	513,352	31,977	16.6	26.5	22.7	21.7	.0185
• Richland	504,403	39,326	12.7	22.0	23.2	33.4	.0144
Franklin	408,151	26,054	20.8	27.3	18.9	15.3	.0149
• Pasco	203,035	22,874	21.7	27.7	17.5	10.6	.0093
SUBURBAN TOTAL	707,101	33,439	16.2	26.1	23.1	23.9	.0184

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SEATTLE	**26,746,411**	**30,814**	**18.0**	**25.7**	**19.7**	**22.9**	**.8420**
King	21,555,436	31,023	17.9	25.1	19.3	23.9	.6794
• Auburn	410,204	27,951	19.3	29.4	19.5	16.9	.0163
Bellevue	1,509,218	37,856	15.7	23.1	19.3	34.6	.0541
• Seattle	7,624,555	24,033	22.5	25.0	15.4	17.5	.2484
Snohomish	5,190,975	30,182	18.1	28.6	21.0	19.2	.1626
• Everett	764,672	22,865	22.4	27.1	15.9	12.8	.0311
SUBURBAN TOTAL	17,946,980	34,241	15.3	26.0	22.1	26.5	.5462
SEATTLE - TACOMA CONSOLIDATED AREA	***32,388,027***	***28,403***	***19.7***	***26.4***	***18.6***	***19.9***	***1.0402***
SPOKANE	**3,750,030**	**20,526**	**25.6**	**28.3**	**14.1**	**8.7**	**.1355**
Spokane	3,750,030	20,526	25.6	28.3	14.1	8.7	.1355
• Spokane	1,848,804	17,998	27.2	26.5	11.5	7.0	.0731
SUBURBAN TOTAL	1,901,226	23,973	23.7	30.5	17.2	10.7	.0624
TACOMA	**5,641,616**	**21,486**	**25.4**	**28.9**	**14.8**	**9.5**	**.1982**
Pierce	5,641,616	21,486	25.4	28.9	14.8	9.5	.1982
• Tacoma	1,647,513	18,251	26.3	26.7	12.2	6.9	.0695
SUBURBAN TOTAL	3,994,103	23,213	25.0	29.9	16.2	10.8	.1287
VANCOUVER	**2,439,016**	**26,001**	**20.9**	**30.6**	**18.4**	**13.0**	**.0757**

The Spokane Test Market:

The Nation in a Nutshell

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THE SPOKESMAN-REVIEW
Spokane Chronicle

WASH. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Clark	2,439,016	26,001	20.9	30.6	18.4	13.0	.0757
• Vancouver	523,796	18,658	26.5	25.5	11.8	9.6	.0182
SUBURBAN TOTAL	1,915,220	28,190	19.0	32.3	20.8	14.2	.0575
YAKIMA	**1,780,216**	**19,414**	**26.6**	**26.9**	**13.2**	**8.5**	**.0636**
Yakima	1,780,216	19,414	26.6	26.9	13.2	8.5	.0636
• Yakima	530,229	18,297	26.6	25.1	12.4	8.7	.0237
SUBURBAN TOTAL	1,249,987	19,882	26.5	27.8	13.6	8.4	.0399
OTHER COUNTIES							
Adams	162,499	26,010	20.9	30.9	17.8	14.3	.0052
Asotin	210,698	23,394	22.9	24.3	18.6	13.3	.0061
Chelan	555,023	20,298	26.9	26.6	14.0	10.1	.0197
Clallam	553,643	20,216	27.9	29.4	13.0	8.0	.0192
Columbia	43,396	21,486	24.6	29.5	14.8	9.1	.0014
Cowlitz	923,868	25,652	19.7	29.4	19.3	12.3	.0311
Douglas	275,260	23,479	24.8	27.9	18.2	11.0	.0088
Ferry	55,778	21,604	23.0	31.2	13.6	8.9	.0016
Garfield	28,935	23,083	25.6	29.7	15.7	11.9	.0008
Grant	532,383	21,721	25.4	29.1	14.8	10.2	.0181
Grays Harbor	789,403	25,254	20.9	26.6	17.8	15.3	.0251
Island	611,776	23,448	27.1	29.3	14.5	14.3	.0180
Jefferson	202,988	19,441	28.0	27.3	12.7	8.7	.0064
Kittitas	212,232	15,120	28.3	23.5	9.2	5.2	.0086
Klickitat	161,507	20,511	27.3	29.8	13.9	7.4	.0050
Lewis	613,608	21,283	24.7	27.1	15.2	10.7	.0215
Lincoln	129,507	26,274	22.1	30.7	17.8	15.8	.0035
Mason	391,884	21,997	26.2	29.2	14.4	11.1	.0121
Okanogan	253,763	14,960	28.9	25.6	7.5	4.0	.0102
Pacific	181,359	17,889	27.6	24.8	12.4	7.7	.0058
Pend Oreille	68,776	15,793	27.1	26.8	10.1	4.4	.0026
San Juan	119,192	21,850	25.3	28.7	13.0	12.9	.0034
Skagit	791,280	22,286	24.2	28.4	14.6	11.7	.0289
Skamania	60,724	17,038	33.5	30.3	5.8	2.7	.0019
Stevens	292,740	21,141	25.4	28.0	15.3	9.4	.0093
Wahkiakum	36,954	21,355	20.3	33.0	11.8	8.1	.0010
Walla Walla	530,169	22,255	24.0	26.9	15.8	12.4	.0178
Whitman	468,284	21,278	26.8	25.3	14.0	13.6	.0138
TOTAL METRO COUNTIES	**47,344,645**	**26,584**	**21.0**	**27.1**	**17.8**	**17.2**	**1.5412**
TOTAL STATE	**56,602,274**	**25,535**	**21.7**	**27.3**	**17.2**	**16.0**	**1.8481**

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What kinds of stores are "Furniture/Furnish./Appliance"?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms," which appears in Section C.

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(See page B-26)

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WEST VIRGINIA

W.VA.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLESTON	**269.6**	**.1109**	**33.5**	**10.1**	**17.8**	**19.6**	**27.8**	**106.0**	**1,699,144**	**350,106**	**121,331**	**196,010**	**62,623**	**497,995**	**61,814**
Kanawha	225.7	.0928	33.9	10.3	17.7	19.1	28.9	90.2	1,532,684	315,615	110,562	188,830	59,986	438,774	58,141
• Charleston	58.7	.0241	37.2	9.8	17.0	17.4	35.3	26.0	794,321	120,006	66,743	140,481	26,918	224,911	24,054
Putnam	43.9	.0181	31.9	9.2	18.9	21.9	22.2	15.8	166,460	34,491	10,769	7,180	2,637	59,221	3,673
SUBURBAN TOTAL	210.9	.0868	32.7	10.1	18.1	20.1	25.8	80.0	904,823	230,100	54,588	55,529	35,705	273,084	37,760
HUNTINGTON - ASHLAND	**338.1**	**.1390**	**33.0**	**10.6**	**16.3**	**19.7**	**27.0**	**125.2**	**1,844,282**	**373,491**	**154,548**	**354,581**	**79,026**	**372,610**	**66,172**
Cabell	105.7	.0435	34.0	12.1	16.1	18.5	29.9	42.1	1,006,701	156,014	88,700	236,455	42,067	219,924	26,569
• Huntington	60.8	.0250	36.4	13.6	14.7	16.3	35.3	25.9	673,514	123,412	71,552	79,045	34,273	168,061	22,358
Wayne	46.8	.0192	32.3	10.0	16.2	20.5	25.2	16.8	139,318	30,988	9,464	28,174	3,148	26,591	1,778
Boyd, Ky.	*54.9*	*.0226*	*33.8*	*10.0*	*16.7*	*20.3*	*27.8*	*20.5*	*353,414*	*77,290*	*31,274*	*62,439*	*11,711*	*67,187*	*18,314*
• *Ashland*	*26.3*	*.0108*	*37.9*	*9.7*	*14.2*	*18.8*	*34.9*	*10.7*	*283,189*	*49,402*	*27,546*	*60,039*	*10,589*	*59,840*	*17,318*
Carter, Ky.	*26.4*	*.0108*	*30.7*	*11.1*	*16.1*	*19.1*	*23.9*	*8.9*	*87,555*	*26,159*	*5,743*	*8,504*	*8,196*	*13,689*	*3,720*
Greenup, Ky.	*40.0*	*.0164*	*31.8*	*9.5*	*16.8*	*21.6*	*23.0*	*13.5*	*84,499*	*31,892*	*5,306*	*4,331*	*3,378*	*17,387*	*2,920*
Lawrence, Ohio	*64.3*	*.0265*	*32.6*	*9.5*	*16.0*	*19.9*	*26.3*	*23.4*	*172,785*	*51,148*	*14,053*	*14,678*	*10,526*	*27,832*	*12,871*
SUBURBAN TOTAL	251.0	.1032	31.9	9.9	16.8	20.7	24.1	88.6	887,579	200,677	55,450	215,497	34,164	144,709	26,496
PARKERSBURG - MARIETTA	**158.8**	**.0653**	**32.9**	**10.4**	**16.6**	**20.0**	**26.5**	**59.6**	**941,732**	**173,861**	**80,417**	**144,344**	**40,444**	**234,067**	**43,563**
Wood	92.9	.0382	33.3	9.9	16.6	20.2	27.1	35.8	604,685	104,113	47,919	108,456	26,004	162,271	18,097
• Parkersburg	39.3	.0162	36.1	10.0	15.3	17.4	34.0	16.7	415,418	82,567	34,021	58,711	13,797	130,260	15,184
Washington, Ohio	*65.9*	*.0271*	*32.3*	[illegible]	*16.4*	*19.7*	*25.8*	*23.8*	*337,047*	*69,748*	*32,498*	*35,888*	*14,440*	*71,796*	*25,466*
• *Marietta*	*16.8*	*.0069*	*32.8*	[illegible]	*15.7*	*15.8*	*30.7*	*6.6*	*200,744*	*37,977*	*24,271*	*30,821*	*8,998*	*30,214*	*20,354*
SUBURBAN TOTAL	102.7	.0422	31.9	9.6	17.2	21.6	23.0	36.3	325,570	53,317	22,125	54,812	17,649	73,593	8,025
STEUBENVILLE - WEIRTON	**155.3**	**.0637**	**34.0**	**10.6**	**16.0**	**18.7**	**29.7**	**57.7**	**718,819**	**192,613**	**63,439**	**88,689**	**28,747**	**143,475**	**32,294**
Brooke	29.5	.0121	33.0	12.1	16.1	18.9	27.8	10.7	115,562	32,809	15,072	8,616	6,349	18,501	6,151
Hancock	39.3	.0161	33.6	10.2	16.4	19.1	28.6	14.9	194,801	64,950	20,023	19,537	4,930	31,495	10,330
• Weirton	23.6	.0097	36.4	10.5	15.3	18.7	33.1	9.4	184,257	51,250	19,727	21,115	5,104	35,608	9,622
Jefferson, Ohio	*86.5*	*.0355*	*34.6*	*10.2*	*15.5*	*18.5*	*31.0*	*32.1*	*408,456*	*94,854*	*28,344*	*60,536*	*17,468*	*93,479*	*15,813*
• *Steubenville*	*23.9*	*.0098*	*38.8*	*11.3*	*14.2*	*16.0*	*38.1*	*9.5*	*227,459*	*35,725*	*16,295*	*47,166*	*12,641*	*47,113*	*11,772*
SUBURBAN TOTAL	107.8	.0442	32.9	10.5	16.4	19.3	27.1	38.8	307,103	105,638	27,417	20,408	11,002	60,754	10,900
WHEELING	**179.7**	**.0739**	**34.3**	**10.6**	**16.3**	**17.5**	**31.4**	**69.5**	**1,028,396**	**220,076**	**80,687**	**194,284**	**51,010**	**201,879**	**37,125**
Marshall	40.5	.0167	32.9	9.5	17.8	18.7	27.6	15.0	151,527	46,322	9,402	24,578	5,162	30,797	6,259
Ohio	58.7	.0241	35.1	12.6	15.4	16.8	33.4	23.3	360,157	63,115	35,019	25,885	28,514	96,123	12,432
• Wheeling	40.8	.0168	37.9	11.3	14.7	16.2	37.1	17.1	311,025	59,467	29,101	25,570	27,517	81,499	11,613
Belmont, Ohio	*80.5*	*.0331*	*34.6*	*9.7*	*16.2*	*17.5*	*31.9*	*31.2*	*516,712*	*110,639*	*36,266*	*143,821*	*17,334*	*74,959*	*18,434*
SUBURBAN TOTAL	138.9	.0571	33.6	10.4	16.8	17.9	29.7	52.4	717,371	160,609	51,586	168,714	23,493	120,380	25,512
OTHER COUNTIES															
Barbour	16.7	.0068	32.6	11.6	15.5	17.1	29.2	6.1	46,288	12,871	3,383	1,828	1,771	11,886	1,737
Berkeley	51.7	.0213	32.8	9.6	17.2	19.5	26.7	19.6	268,319	77,838	16,925	24,282	4,841	54,107	10,483
Boone	31.1	.0128	30.2	10.3	18.1	17.8	23.5	10.9	129,713	38,041	7,300	17,713	4,845	22,354	7,137
Braxton	14.4	.0059	34.5	8.9	15.8	17.5	31.6	5.5	95,027	20,654	4,335	10,660	1,306	22,952	3,070
Calhoun	8.8	.0036	33.4	9.3	16.5	17.0	30.3	3.3	22,689	8,035	453	1,726	705	4,811	1,871
Clay	11.5	.0047	30.5	9.4	16.1	17.3	25.4	4.1	24,767	10,031	683	1,984	1,254	3,179	924
Doddridge	8.0	.0033	33.5	9.0	15.0	17.5	30.3	2.8	10,073	3,568	596	158	481	1,230	480
Fayette	57.8	.0238	32.3	10.9	15.8	16.0	29.8	21.2	245,064	45,225	12,582	25,942	14,034	83,252	13,649
Gilmer	8.2	.0034	31.2	15.9	14.9	16.1	28.1	3.0	20,419	6,646	1,680	895	336	5,804	1,277
Grant	10.2	.0042	32.9	8.7	17.1	19.5	26.9	3.6	32,460	9,798	1,270	1,152	594	11,346	773
Greenbrier	37.6	.0154	34.2	9.6	15.9	18.6	30.1	14.3	225,532	67,781	12,765	21,812	2,489	64,973	11,203
Hampshire	16.2	.0067	33.0	8.8	16.3	18.7	28.1	5.8	51,639	14,585	2,421	1,720	1,260	12,979	1,585
Hardy	10.0	.0042	34.5	9.4	15.9	18.8	30.4	3.6	49,062	14,372	2,678	5,163	563	5,030	1,971
Harrison	76.6	.0314	34.9	9.7	15.4	18.0	31.8	29.5	405,285	91,500	29,184	65,446	12,509	98,995	18,242
Jackson	27.0	.0112	33.1	9.9	15.3	22.7	24.4	9.5	88,940	33,314	7,910	7,511	2,615	8,120	3,118
Jefferson	34.3	.0141	31.3	11.9	17.7	19.0	24.4	12.1	99,015	30,436	18,394	3,743	4,173	10,860	2,943
Lewis	18.7	.0076	35.3	8.8	15.6	18.1	32.3	7.1	86,870	19,634	7,075	8,197	5,844	25,714	2,761
Lincoln	23.5	.0097	30.7	10.0	16.3	18.7	24.3	7.8	33,447	10,321	2,105	2,906	1,717	5,762	1,272
Logan	50.2	.0206	29.9	10.5	17.9	16.9	23.9	17.5	233,323	46,540	13,784	37,248	11,801	58,694	11,971
McDowell	46.7	.0192	29.6	10.5	16.2	15.8	25.4	16.0	121,134	39,855	6,007	8,016	6,929	30,457	4,992
Marion	64.1	.0264	34.5	10.8	15.7	17.6	31.6	25.1	406,811	95,935	20,123	79,540	24,082	87,239	14,943

S&MM'S FOUR SURVEY ISSUES

Each year *Sales and Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

W.VA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Mason	26.4	.0108	32.9	10.0	16.1	20.4	26.2	9.9	91,385	29,063	6,189	6,956	1,564	8,849	6,410
Mercer	72.2	.0297	32.9	10.8	16.7	17.4	29.1	27.5	537,667	93,085	33,144	111,270	27,451	148,626	18,682
☐ Mineral	27.7	.0114	33.1	9.5	16.2	19.6	27.3	10.2	63,903	14,571	6,159	6,244	2,655	15,138	3,294
Mingo	38.0	.0156	28.6	11.0	17.3	16.8	22.2	12.8	183,050	29,053	6,415	17,524	13,861	53,179	8,091
Monongalia	74.5	.0306	28.6	22.2	19.1	15.7	22.2	28.8	380,359	82,536	25,691	56,025	24,682	75,019	13,877
Monroe	13.2	.0055	34.7	8.3	15.4	18.7	30.7	4.7	14,031	3,125	347	941	342	2,821	1,695
Morgan	11.3	.0046	34.6	9.2	15.5	19.4	30.1	4.4	27,113	7,491	1,418	2,977	497	5,645	904
Nicholas	29.1	.0120	31.1	9.7	17.3	18.3	25.0	10.4	118,127	30,969	5,196	19,662	2,926	25,736	4,230
Pendleton	8.0	.0033	34.4	9.8	16.2	17.9	31.2	3.0	18,556	6,797	753	766	349	5,909	418
Pleasants	8.2	.0034	31.3	11.3	16.9	18.0	25.8	2.9	21,217	5,550	1,303	1,106	158	7,476	1,131
Pocahontas	10.1	.0041	35.5	9.1	15.0	18.3	32.5	3.8	50,334	11,130	6,926	2,416	922	17,492	2,175
Preston	31.6	.0130	32.2	9.8	16.5	18.0	27.4	11.3	118,004	28,729	4,321	6,850	1,869	52,873	1,979
Raleigh	87.1	.0358	32.2	9.3	17.8	17.6	27.4	32.4	499,805	100,214	31,712	98,148	24,037	117,833	17,790
Randolph	29.5	.0121	32.6	11.9	16.5	17.9	28.2	10.5	148,943	33,668	11,008	14,801	5,198	41,342	5,523
Ritchie	11.8	.0049	34.7	9.2	15.4	17.3	32.1	4.5	36,593	12,930	2,056	1,420	938	12,982	1,039
Roane	15.9	.0065	34.1	9.2	16.1	18.9	29.7	5.5	83,807	23,517	2,331	7,557	392	27,448	3,097
Summers	15.7	.0065	33.4	9.8	18.3	17.5	29.6	5.4	44,523	14,465	1,595	6,777	1,411	6,718	1,292
Taylor	16.7	.0068	33.6	9.0	16.3	17.9	29.7	6.2	44,427	11,002	3,453	4,053	1,630	9,580	3,179
Tucker	8.6	.0036	34.4	8.8	15.9	18.6	30.4	3.4	44,361	10,870	4,052	2,822	373	6,788	2,504
Tyler	11.1	.0045	33.3	8.8	15.4	19.3	28.1	4.1	21,390	5,296	1,218	824	593	6,129	1,181
Upshur	23.9	.0099	31.2	13.6	16.3	17.8	25.9	8.9	111,172	25,915	9,010	11,299	1,617	32,584	4,244
Webster	12.4	.0051	31.5	9.2	16.4	16.9	27.4	4.4	37,316	10,927	826	2,150	330	7,083	1,179
Wetzel	21.6	.0089	33.0	9.2	16.0	19.6	27.1	7.9	120,702	33,899	9,057	11,738	4,481	28,059	5,596
Wirt	5.1	.0021	33.7	9.8	14.2	20.5	27.7	1.8	7,470	1,606	672	207		1,341	
Wyoming	35.7	.0146	28.6	11.0	18.4	17.9	20.3	12.0	124,622	36,915	3,046	12,335	4,214	36,734	3,921
TOTAL METRO COUNTIES	**710.7**	**.2922**	**33.5**	**10.6**	**16.9**	**19.2**	**28.3**	**274.8**	**4,335,798**	**862,988**	**353,097**	**653,955**	**181,452**	**1,098,835**	**146,724**
TOTAL STATE	**1,951.7**	**.8024**	**32.6**	**10.8**	**16.8**	**18.3**	**27.7**	**729.7**	**9,916,649**	**2,208,670**	**696,489**	**1,382,221**	**405,346**	**2,467,025**	**373,263**

W.VA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CHARLESTON	**3,062,052**	**22,821**	**23.2**	**29.6**	**16.1**	**10.4**	**.1081**
Kanawha	2,627,323	22,676	23.4	29.0	15.8	10.9	.0937
• Charleston	790,062	20,535	24.0	23.7	13.2	14.1	.0342
Putnam	434,729	23,549	22.0	33.3	17.5	7.4	.0144
SUBURBAN TOTAL	2,271,990	23,457	23.0	31.5	17.0	9.2	.0739
HUNTINGTON - ASHLAND	**3,159,903**	**18,841**	**25.3**	**27.1**	**13.2**	**7.2**	**.1180**
Cabell	1,023,394	17,410	27.4	25.5	11.6	6.9	.0463
• Huntington	597,047	15,372	28.3	22.9	9.5	6.5	.0287
Wayne	414,350	18,783	25.5	26.9	13.8	6.5	.0136
Boyd, Ky.	*540,683*	*19,847*	*23.5*	*27.2*	*15.1*	*7.3*	*.0206*
• *Ashland*	*277,836*	*17,886*	*24.3*	*24.3*	*13.3*	*8.1*	*.0126*
Carter, Ky.	*187,366*	*14,610*	*27.5*	*24.3*	*8.6*	*4.5*	*.0070*
Greenup, Ky.	*334,787*	*19,888*	*25.3*	*32.5*	*11.8*	*5.5*	*.0107*
Lawrence, Ohio	*659,323*	*22,302*	*22.3*	*28.2*	*16.4*	*10.0*	*.0198*
SUBURBAN TOTAL	2,285,020	20,075	24.7	28.6	14.2	7.3	.0767
PARKERSBURG - MARIETTA	**1,631,542**	**21,584**	**25.1**	**30.8**	**15.1**	**7.8**	**.0595**
Wood	967,204	21,375	25.0	30.4	14.6	8.1	.0361
• Parkersburg	403,806	18,062	27.2	27.6	11.0	6.7	.0184
Washington, Ohio	*664,338*	*21,861*	*25.3*	*31.4*	*15.8*	*7.5*	*.0234*
• *Marietta*	*170,029*	*18,264*	*28.6*	*26.9*	*11.4*	*7.1*	*.0083*
SUBURBAN TOTAL	1,057,707	23,790	23.4	33.0	17.6	8.5	.0328
STEUBENVILLE - WEIRTON	**1,584,095**	**22,717**	**22.3**	**30.8**	**17.0**	**7.7**	**.0539**
Brooke	272,857	22,059	24.0	35.2	14.1	5.1	.0094
Hancock	406,998	23,039	21.9	31.7	17.4	7.5	.0139
• Weirton	270,165	24,473	20.7	30.7	18.9	9.2	.0102
Jefferson, Ohio	*904,240*	*22,809*	*22.0*	*29.0*	*17.7*	*8.7*	*.0306*
• *Steubenville*	*261,203*	*19,355*	*22.4*	*23.6*	*15.3*	*9.9*	*.0110*
SUBURBAN TOTAL	1,052,727	23,030	22.7	32.6	16.9	6.8	.0327
WHEELING	**1,862,873**	**21,176**	**23.8**	**29.5**	**15.5**	**7.5**	**.0669**
Marshall	413,042	22,947	22.2	31.6	17.3	7.3	.0133
Ohio	607,774	18,836	25.5	26.7	13.1	7.7	.0223
• Wheeling	427,363	17,387	25.8	24.5	12.1	7.6	.0169
Belmont, Ohio	*842,057*	*22,066*	*23.1*	*30.5*	*16.5*	*7.5*	*.0313*
SUBURBAN TOTAL	1,435,510	22,373	23.1	31.1	16.6	7.5	.0500
OTHER COUNTIES							
Barbour	124,392	15,318	31.1	25.1	8.7	3.2	.0045
Berkeley	499,507	19,463	26.1	28.6	13.6	6.5	.0180
Boone	264,946	20,136	24.3	32.5	12.3	5.5	.0097
Braxton	109,581	14,444	29.0	23.8	8.1	3.6	.0049
Calhoun	64,716	13,910	31.0	22.9	7.5	3.2	.0023
Clay	80,063	14,651	28.9	24.3	7.4	3.0	.0028
Doddridge	50,177	13,447	33.7	20.0	6.9	2.8	.0016

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Fayette	445,669	15,450	31.8	25.1	9.5	3.5	.0173
Gilmer	57,961	13,366	31.1	23.8	4.1	3.4	.0021
Grant	82,295	17,029	29.5	25.2	11.0	5.5	.0028
Greenbrier	318,850	16,098	30.6	26.1	8.7	5.2	.0130
Hampshire	121,926	15,600	32.1	24.9	8.6	4.2	.0045
Hardy	74,764	15,949	31.4	26.9	8.7	2.6	.0031
Harrison	691,656	17,364	28.4	27.1	10.5	5.7	.0262
Jackson	223,928	19,751	22.4	31.3	13.1	5.0	.0078
Jefferson	339,318	21,428	27.7	30.1	14.7	8.8	.0105
Lewis	168,025	17,285	27.2	26.8	11.7	5.2	.0062
Lincoln	158,731	15,696	26.5	27.6	9.2	3.3	.0052
Logan	460,525	19,870	27.2	28.0	13.8	7.9	.0166
McDowell	337,723	15,517	30.6	25.4	9.4	4.0	.0120
Marion	609,244	18,622	28.0	27.7	13.1	5.7	.0237
Mason	207,483	16,473	29.4	27.5	8.8	3.9	.0076
Mercer	639,423	17,095	29.0	26.9	10.1	5.6	.0275
☐ Mineral	232,517	18,213	28.2	29.4	10.7	4.7	.0075
Mingo	258,888	14,476	27.4	24.4	8.6	3.7	.0112
Monongalia	757,859	17,803	27.2	23.8	12.4	8.9	.0266
Monroe	107,775	17,381	31.5	26.7	11.6	4.0	.0031
Morgan	98,497	16,042	28.6	27.7	8.5	4.0	.0033
Nicholas	270,091	19,679	26.9	27.5	14.5	7.3	.0093
Pendleton	54,299	13,590	36.1	22.8	5.9	1.4	.0019
Pleasants	65,501	18,227	26.0	31.2	10.4	3.8	.0022
Pocahontas	68,194	13,379	32.4	21.1	6.2	2.5	.0029
Preston	255,059	16,639	28.4	27.5	9.2	4.7	.0093
Raleigh	835,418	19,650	27.4	29.1	13.1	7.0	.0313
Randolph	245,191	16,797	30.1	26.6	9.2	5.2	.0095
Ritchie	81,486	13,379	32.7	21.3	6.9	2.2	.0032
Roane	119,085	15,887	30.1	26.8	8.6	4.0	.0050
Summers	119,002	14,744	28.9	24.1	8.8	5.3	.0042
Taylor	151,628	18,790	27.8	27.5	12.5	6.9	.0048
Tucker	65,510	14,308	31.5	24.6	7.4	2.4	.0027
Tyler	120,895	23,657	23.1	25.3	21.1	10.2	.0033
Upshur	208,088	17,749	27.8	28.6	10.9	4.7	.0078
Webster	88,796	14,830	30.4	25.2	7.7	3.8	.0032
Wetzel	171,568	17,614	23.6	31.1	10.8	3.1	.0071
Wirt	38,119	16,700	26.2	31.8	8.4	3.1	.0013
Wyoming	304,307	21,089	23.5	31.2	15.0	6.0	.0106
TOTAL METRO COUNTIES	**7,400,188**	**20,962**	**24.6**	**29.1**	**14.7**	**8.3**	**.2705**
TOTAL STATE	**18,016,347**	**18,615**	**26.9**	**27.8**	**12.4**	**6.5**	**.6642**

WISCONSIN

WISC. S&MM ESTIMATES	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
APPLETON - OSHKOSH - NEENAH	**306.8**	**.1263**	**30.7**	**12.6**	**17.4**	**18.5**	**24.1**	**112.0**	**1,599,889**	**286,569**	**158,541**	**237,968**	**86,734**	**347,012**	**34,023**
Calumet	34.4	.0142	29.7	10.9	16.6	18.5	22.8	11.6	113,416	23,231	11,625	20,604	3,163	29,143	3,488
Outagamie	135.4	.0557	30.0	11.9	17.5	18.5	22.8	48.3	769,241	130,036	67,346	140,407	52,567	186,430	11,475
• Appleton	63.7	.0262	31.1	12.6	18.2	18.2	24.7	24.5	379,245	77,992	35,528	83,186	37,217	50,817	7,280
Winnebago	137.0	.0564	31.7	13.7	17.4	18.5	25.7	52.1	717,232	133,302	79,570	76,957	31,004	131,439	19,060
• Neenah	23.1	.0095	31.6	11.0	17.3	19.4	24.7	8.9	130,436	30,093	11,269	4,544	4,622	27,095	7,208
• Oshkosh	51.4	.0211	31.3	18.6	16.9	15.6	28.1	20.3	404,936	65,502	45,968	57,422	15,332	64,582	9,048
SUBURBAN TOTAL	168.6	.0695	30.3	11.0	17.0	19.4	22.6	58.3	685,272	112,982	65,776	92,816	29,563	204,518	10,487
EAU CLAIRE	**138.7**	**.0570**	**30.3**	**14.7**	**17.0**	**16.7**	**25.3**	**49.9**	**851,958**	**128,995**	**77,192**	**107,898**	**38,467**	**238,701**	**16,905**
Chippewa	53.9	.0221	31.6	9.9	16.3	17.5	26.9	18.7	262,537	36,809	18,596	13,226	5,972	92,777	5,767
Eau Claire	84.8	.0349	29.6	17.8	17.2	16.3	24.4	31.2	589,421	92,186	58,596	94,672	32,495	145,924	11,138
• Eau Claire	54.7	.0225	28.7	22.6	17.3	14.1	25.0	20.6	533,732	82,702	50,466	92,934	28,579	121,550	10,590
SUBURBAN TOTAL	84.0	.0345	31.4	9.6	16.5	18.5	25.6	29.3	318,226	46,293	26,726	14,964	9,888	117,151	6,315
GREEN BAY	**186.2**	**.0765**	**29.7**	**12.5**	**18.5**	**18.4**	**21.8**	**68.7**	**1,120,176**	**155,019**	**122,149**	**233,975**	**65,249**	**244,378**	**17,480**
Brown	186.2	.0765	29.7	12.5	18.5	18.4	21.8	68.7	1,120,176	155,019	122,149	233,975	65,249	244,378	17,480
• Green Bay	92.4	.0380	30.8	13.3	19.0	16.5	25.6	37.7	675,068	79,559	78,825	144,839	45,886	117,952	13,242
SUBURBAN TOTAL	93.8	.0385	28.6	11.7	17.9	20.4	18.2	31.0	445,108	75,460	43,324	89,136	19,363	126,426	4,238
JANESVILLE - BELOIT	**139.5**	**.0574**	**31.4**	**11.3**	**16.7**	**19.6**	**24.5**	**51.7**	**810,305**	**165,482**	**81,347**	**138,166**	**30,692**	**147,357**	**25,831**
Rock	139.5	.0574	31.4	11.3	16.7	19.6	24.5	51.7	810,305	165,482	81,347	138,166	30,692	147,357	25,831
• Beloit	34.1	.0140	30.9	12.8	16.8	17.1	25.9	13.1	284,853	62,574	27,190	45,902	9,142	54,352	10,357
• Janesville	51.9	.0213	30.8	11.7	17.8	19.7	22.8	19.9	431,068	82,341	42,178	91,192	19,075	80,074	11,785
SUBURBAN TOTAL	53.5	.0221	32.5	9.9	15.9	21.0	25.1	18.7	94,384	20,567	11,979	1,072	2,475	12,931	3,689
KENOSHA	**121.5**	**.0500**	**31.9**	**11.5**	**16.8**	**19.3**	**25.5**	**43.9**	**612,056**	**155,474**	**73,318**	**78,391**	**24,000**	**95,336**	**20,713**
Kenosha	121.5	.0500	31.9	11.5	16.8	19.3	25.5	43.9	612,056	155,474	73,318	78,391	24,000	95,336	20,713
• Kenosha	75.6	.0311	31.7	12.4	17.1	17.8	26.5	28.0	457,702	116,152	54,352	68,160	21,507	74,598	18,108
SUBURBAN TOTAL	45.9	.0189	32.3	10.0	16.3	21.9	23.7	15.9	154,354	39,322	18,966	10,231	2,493	20,738	2,605
LA CROSSE	**95.2**	**.0392**	**30.2**	**17.2**	**17.4**	**16.5**	**25.2**	**35.3**	**614,194**	**104,906**	**65,700**	**100,653**	**39,461**	**135,468**	**16,657**
La Crosse	95.2	.0392	30.2	17.2	17.4	16.5	25.2	35.3	614,194	104,906	65,700	100,653	39,461	135,468	16,657
• La Crosse	49.0	.0201	30.5	23.8	14.6	13.5	29.9	19.4	505,764	69,192	54,324	91,845	37,937	106,679	12,505
SUBURBAN TOTAL	46.2	.0191	30.0	10.1	20.2	19.6	20.3	15.9	108,430	35,714	11,376	8,808	1,524	28,789	4,152
MADISON	**343.6**	**.1413**	**29.6**	**16.8**	**22.4**	**18.1**	**19.8**	**135.8**	**2,458,607**	**376,499**	**280,618**	**282,565**	**271,735**	**566,505**	**56,255**
Dane	343.6	.1413	29.6	16.8	22.4	18.1	19.8	135.8	2,458,607	376,499	280,618	282,565	271,735	566,505	56,255
• Madison	176.4	.0725	29.1	21.6	23.1	16.2	20.3	72.9	1,459,400	214,078	196,849	246,750	83,623	291,535	40,127
SUBURBAN TOTAL	167.2	.0688	30.2	11.7	21.8	20.1	19.4	62.9	999,207	162,421	83,769	35,815	188,112	274,970	16,128
MILWAUKEE	**1,395.1**	**.5735**	**32.1**	**11.4**	**17.7**	**19.0**	**25.9**	**527.8**	**8,056,639**	**1,599,407**	**847,226**	**1,038,892**	**397,927**	**1,796,637**	**264,103**
Milwaukee	939.1	.3861	32.4	12.3	18.0	17.1	28.3	374.4	5,657,987	1,078,085	645,673	771,760	311,942	1,101,949	199,438
• Milwaukee	611.5	.2514	31.2	13.4	18.7	15.5	27.4	247.0	3,090,118	665,275	428,203	357,618	186,459	499,496	125,755
Wauwatosa	50.1	.0206	38.8	8.9	15.6	18.5	36.4	19.9	602,150	38,745	45,057	95,982	23,646	140,790	12,631
West Allis	64.6	.0266	35.5	11.7	16.9	16.5	34.1	27.4	489,589	78,963	49,072	50,309	39,244	142,996	13,255
Ozaukee	70.9	.0291	32.3	9.6	16.4	23.0	22.6	24.5	352,450	75,137	29,205	9,791	11,337	134,864	12,880
Washington	92.3	.0379	30.2	9.7	18.1	21.3	20.1	30.7	341,134	85,485	36,047	39,398	15,792	53,591	11,071
Waukesha	292.8	.1204	31.7	9.5	17.0	23.5	20.8	98.2	1,705,068	360,700	136,301	217,943	58,856	506,233	40,714
• Waukesha	52.1	.0214	29.2	13.4	21.0	18.6	19.3	19.4	418,539	72,898	29,751	51,049	10,535	160,510	9,474
SUBURBAN TOTAL	731.5	.3007	33.3	9.6	16.6	22.0	25.1	261.4	4,547,982	861,234	389,272	630,225	200,933	1,136,631	128,874
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,569.5***	***.6452***	***32.0***	***11.4***	***17.5***	***19.1***	***25.8***	***591.0***	***8,910,979***	***1,790,065***	***931,489***	***1,154,991***	***437,842***	***1,975,655***	***293,403***
RACINE	**174.4**	**.0717**	**31.3**	**10.8**	**17.3**	**19.5**	**24.2**	**63.2**	**854,340**	**190,658**	**84,263**	**116,099**	**39,915**	**179,018**	**29,300**
Racine	174.4	.0717	31.3	10.8	17.3	19.5	24.2	63.2	854,340	190,658	84,263	116,099	39,915	179,018	29,300
• Racine	83.4	.0343	31.3	11.6	17.7	16.6	26.8	32.7	509,992	130,085	45,468	97,888	26,320	56,188	27,021
SUBURBAN TOTAL	91.0	.0374	31.4	10.1	16.7	22.1	21.9	30.5	344,348	60,573	38,795	18,211	13,595	122,830	2,279
SHEBOYGAN	**102.9**	**.0423**	**32.8**	**10.6**	**16.4**	**18.0**	**28.3**	**37.8**	**464,184**	**99,387**	**45,173**	**74,542**	**17,286**	**104,426**	**15,451**
Sheboygan	102.9	.0423	32.8	10.6	16.4	18.0	28.3	37.8	464,184	99,387	45,173	74,542	17,286	104,426	15,451
• Sheboygan	47.9	.0197	33.9	11.0	16.2	16.5	31.8	19.0	314,454	67,954	30,150	61,305	12,120	66,041	12,598
SUBURBAN TOTAL	55.0	.0226	31.9	10.2	16.6	19.4	25.4	18.8	149,730	31,433	15,023	13,237	5,166	38,385	2,853

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WISC. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/86								RETAIL SALES BY STORE GROUP 1986						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WAUSAU	**115.1**	**.0473**	**31.1**	**10.9**	**17.2**	**18.8**	**24.5**	**41.5**	**557,064**	**108,926**	**39,604**	**89,688**	**25,378**	**126,828**	**7,428**
Marathon	115.1	.0473	31.1	10.9	17.2	18.8	24.5	41.5	557,064	108,926	39,604	89,688	25,378	126,828	7,428
• Wausau	32.4	.0133	34.2	12.4	16.5	16.7	32.0	13.7	340,311	59,518	22,641	65,582	12,953	74,493	6,273
SUBURBAN TOTAL	82.7	.0340	29.9	10.4	17.5	19.5	21.6	27.8	216,753	49,408	16,963	24,106	12,425	52,335	1,155
OTHER COUNTIES															
Adams	13.9	.0058	37.8	8.5	15.2	18.4	35.3	5.2	24,965	7,902	2,439	2,173	748	5,961	625
Ashland	16.7	.0068	34.2	10.8	14.4	15.6	33.3	6.4	94,149	15,094	8,254	7,485	2,855	19,929	2,598
Barron	40.8	.0168	33.8	10.2	14.8	17.1	31.2	15.5	251,663	41,855	22,407	27,936	7,696	71,221	8,927
Bayfield	14.5	.0060	35.7	7.8	15.1	17.8	33.1	5.5	31,542	9,261	5,935	1,351	374	5,134	1,226
Buffalo	14.2	.0059	34.3	9.7	14.3	17.7	31.2	5.4	38,860	10,022	5,204	405	979	7,831	1,504
Burnett	14.0	.0057	38.3	7.7	13.3	17.4	36.6	5.3	45,087	9,423	4,869	2,235	1,018	12,101	625
Clark	34.6	.0142	33.3	8.9	13.8	17.0	30.7	12.1	84,070	22,459	7,208	4,774	2,620	22,830	3,275
Columbia	46.9	.0193	34.3	9.0	15.7	18.9	29.9	17.8	255,679	47,930	33,507	8,775	6,774	60,513	7,176
Crawford	16.7	.0069	33.3	8.7	15.0	16.9	30.6	6.0	67,140	15,755	7,175	5,239	2,151	21,771	1,676
Dodge	76.5	.0315	32.9	10.0	16.6	18.5	28.0	26.7	280,703	53,537	22,699	48,411	8,120	54,760	6,486
Door	26.9	.0110	34.0	10.2	16.0	16.5	31.9	10.5	138,313	30,762	22,628	10,493	4,887	25,205	2,653
☐ Douglas	42.4	.0175	32.7	11.9	16.6	16.6	29.6	16.4	208,426	39,203	32,359	21,441	4,910	31,065	5,542
• Superior	27.5	.0113	32.7	13.7	16.7	15.2	31.0	11.3	184,469	35,294	25,306	20,307	4,538	30,800	5,502
Dunn	35.7	.0146	28.2	21.2	15.8	15.1	24.2	12.1	135,494	31,310	15,124	14,542	3,460	30,014	4,853
Florence	4.2	.0017	36.3	8.0	13.2	17.9	33.8	1.4	6,652	1,378	1,797		60	2,077	239
Fond du Lac	90.3	.0372	31.8	11.2	16.6	17.9	26.8	31.8	447,618	103,408	40,167	58,764	21,828	108,445	14,558
Forest	9.5	.0039	34.2	9.9	13.0	16.9	32.0	3.4	15,465	5,726	1,496	878	460	1,038	419
Grant	52.2	.0214	29.8	15.8	14.5	16.1	26.4	17.7	210,364	49,883	20,086	11,628	8,418	57,010	5,589
Green	31.7	.0131	32.9	9.5	16.8	17.7	28.8	12.1	245,665	42,556	15,316	8,406	6,065	52,595	5,946
Green Lake	19.2	.0079	36.3	8.5	14.3	17.1	34.5	7.4	125,195	23,750	11,019	27,051	3,037	24,547	2,131
Iowa	20.4	.0083	31.9	10.0	16.1	16.7	28.3	7.5	268,655	24,403	10,683	2,899	5,545	36,849	5,804
Iron	6.4	.0027	40.5	8.5	13.3	16.0	40.1	2.7	52,247	15,116	5,283	2,674	963	6,999	361
Jackson	16.8	.0069	34.6	8.9	15.0	17.7	31.7	6.3	99,351	25,566	9,480	1,364	1,336	24,330	1,805
Jefferson	67.6	.0278	32.1	12.2	16.2	18.7	26.6	24.2	260,967	60,770	31,423	40,159	11,054	36,465	7,103
Juneau	21.8	.0089	35.2	8.6	13.8	17.7	32.6	8.5	93,269	16,122	9,734	3,634	1,904	24,180	2,753
Kewaunee	19.8	.0081	32.0	10.4	15.0	16.6	29.0	6.8	60,866	15,265	6,256	1,009	3,896	17,487	1,235
Lafayette	17.2	.0071	32.2	10.4	14.5	17.1	28.9	6.2	34,634	6,737	3,662	485	1,272	8,171	861
Langlade	20.0	.0082	34.8	9.0	13.6	16.8	33.0	7.5	147,336	30,090	11,467	13,364	1,792	39,938	3,950
Lincoln	29.0	.0119	34.5	9.3	14.1	18.6	30.6	10.8	103,201	34,954	11,776	5,525	3,576	11,176	4,572
Manitowoc	82.7	.0340	32.8	10.4	15.8	17.6	28.9	29.9	347,885	66,902	32,141	70,250	13,846	70,483	8,525
Marinette	41.1	.0169	34.8	9.2	14.5	17.6	32.1	15.7	212,125	43,772	18,989	25,053	6,643	44,576	7,066
Marquette	13.3	.0055	38.6	7.8	13.1	17.2	37.2	5.4	26,025	6,884	5,185	453	648	6,030	674
Menominee	3.7	.0015	22.9	11.6	13.4	16.1	17.1	.8	3,371	1,843	276	766			
Monroe	36.6	.0151	33.4	9.3	15.4	17.9	29.6	13.1	162,108	35,168	22,601	14,574	4,242	30,768	5,565
Oconto	30.9	.0127	33.9	9.0	14.5	17.8	30.6	11.5	77,650	17,931	8.028	2,334	1,839	19,277	1,816
Oneida	32.6	.0134	35.8	9.0	15.0	19.5	31.7	12.8	213,927	45,277	23,740	23,302	6,229	50,769	3,893
Pepin	7.5	.0031	33.0	10.0	14.2	16.1	31.1	2.8	24,348	4,101	3,356	371	1,129	5,932	1,095
Pierce	33.1	.0136	28.6	17.1	16.9	16.8	22.3	11.3	115,703	24,309	18,344	218	4,563	26,699	6,612
Polk	34.9	.0144	33.7	8.8	15.8	17.4	30.6	13.1	124,335	28,499	15,613	2,991	3,903	24,938	5,191
Portage	60.9	.0250	27.9	18.8	17.3	16.3	21.5	20.6	312,392	53,758	34,231	31,350	12,206	56,611	6,463
Price	16.7	.0069	36.0	7.8	13.7	17.1	34.1	6.4	65,981	20,513	4,816	2,167	2,147	14,155	2,514
Richland	17.4	.0071	34.1	9.8	15.3	16.3	32.3	6.5	78,420	18,567	5,026	3,163	2,246	23,513	2,431
Rusk	16.1	.0066	33.3	9.7	14.4	15.9	31.7	5.8	55,172	13,054	2,874	3,087	1,215	6,873	2,171
☐ St. Croix	47.4	.0195	30.3	10.6	17.8	19.5	22.2	16.2	196,939	32,380	20,053	17,499	3,804	59,029	6,096

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1 ISSUE REACH

73% daily **85%** Sunday

5 ISSUE REACH

82% daily **94%** Sunday

4.5 frequency 4.5 frequency

SOURCE: Survey of Green Bay MSA adults by Matousek & Associates Research, Oct. 1986

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WISC. (cont.)
S&MM ESTIMATES

POPULATION—12/31/86

RETAIL SALES BY STORE GROUP 1986

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Sauk	45.6	.0188	33.9	9.2	15.7	17.9	30.4	17.4	217,542	73,952	26,109	11,786	6,775	31,496	8,207
Sawyer	14.6	.0060	37.3	7.7	13.4	18.0	35.0	5.4	66,681	17,589	6,316	1,423	1,637	9,819	2,389
Shawano	37.9	.0155	35.2	8.7	13.5	17.7	32.6	13.9	136,553	30,984	12,786	12,569	4,228	32,921	5,345
Taylor	19.0	.0079	31.5	10.6	14.5	16.6	28.4	6.5	51,985	8,910	3,663	2,355	2,670	17,795	1,601
Trempealeau	26.4	.0108	34.4	8.7	14.9	17.3	31.9	9.7	111,218	21,467	10,100	2,560	3,494	37,482	1,421
Vernon	26.6	.0110	36.4	8.3	14.4	17.4	34.2	10.0	80,309	26,428	7,886	1,283	4,860	12,160	3,080
Vilas	18.3	.0075	40.5	7.0	13.1	18.2	39.0	7.3	94,034	31,156	11,294	3,000	1,974	15,651	2,775
Walworth	73.1	.0300	32.0	14.1	15.9	18.2	27.0	27.0	389,932	84,416	59,162	17,133	7,468	91,829	10,201
Washburn	14.4	.0060	36.3	7.9	14.3	17.4	34.2	5.6	63,090	18,974	7,756	1,658	1,816	12,551	3,389
Waupaca	44.7	.0184	35.0	9.0	14.7	17.3	32.8	16.4	195,785	42,154	20,760	22,953	7,114	52,727	4,429
Waushara	20.6	.0084	37.3	8.1	14.1	17.6	35.2	8.2	71,503	13,442	4,002	3,456	976	20,106	837
Wood	79.5	.0327	31.5	11.0	16.2	18.2	26.2	29.3	566,543	92,160	41,119	92,618	20,057	142,724	8,618
TOTAL METRO COUNTIES	**3,208.8**	**1.3195**	**31.3**	**12.4**	**17.9**	**18.7**	**24.6**	**1,200.2**	**18,404,777**	**3,442,905**	**1,927,543**	**2,537,777**	**1,045,558**	**4,071,760**	**515,784**
TOTAL STATE	**4,834.6**	**1.9879**	**31.8**	**11.9**	**17.1**	**18.3**	**26.3**	**1,795.4**	**25,888,544**	**5,036,149**	**2,680,810**	**3,202,309**	**1,282,371**	**5,718,222**	**721,042**

WISC.
S&MM ESTIMATES

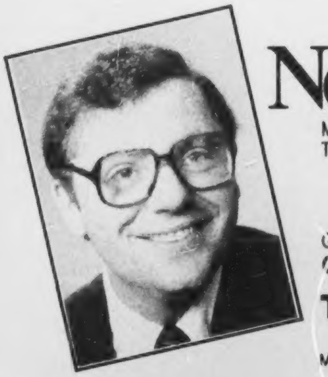
EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
APPLETON - OSHKOSH - NEENAH	**3,698,499**	**26,674**	**21.7**	**33.0**	**19.4**	**12.1**	**.1197**
Calumet	401,241	28,555	20.2	33.8	21.4	13.2	.0118
Outagamie	1,640,880	27,641	20.0	34.2	20.1	12.7	.0543
• Appleton	834,764	27,220	20.7	33.3	19.8	12.6	.0270
Winnebago	1,656,378	25,184	23.6	31.8	18.3	11.3	.0536
• Neenah	304,505	27,602	19.9	33.8	19.9	13.7	.0097
• Oshkosh	584,823	21,145	28.4	29.5	14.0	9.2	.0223
SUBURBAN TOTAL	1,974,407	28,006	20.1	34.0	21.1	12.6	.0607
EAU CLAIRE	**1,471,150**	**21,996**	**26.9**	**29.3**	**15.7**	**9.6**	**.0536**
Chippewa	579,465	23,598	25.1	30.2	16.6	11.4	.0197
Eau Claire	891,685	21,027	28.0	28.8	15.2	8.5	.0339
• Eau Claire	574,040	19,973	29.3	27.9	14.2	7.8	.0250
SUBURBAN TOTAL	397,110	23,381	25.2	30.5	16.7	10.8	.0286

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
GREEN BAY	**2,204,051**	**25,982**	**21.3**	**33.4**	**18.6**	**11.1**	**.0750**
Brown	2,204,051	25,982	21.3	33.4	18.6	11.1	.0750
• Green Bay	1,083,950	22,749	24.4	32.6	15.1	8.6	.0395
SUBURBAN TOTAL	1,120,101	29,685	17.7	34.1	23.0	14.2	.0355
JANESVILLE - BELOIT	**1,699,098**	**27,305**	**20.1**	**31.6**	**20.0**	**12.7**	**.0564**
Rock	1,699,098	27,305	20.1	31.6	20.0	12.7	.0564
• Beloit	394,218	23,988	22.0	29.2	17.9	10.9	.0152
• Janesville	660,899	27,981	19.4	33.4	20.0	12.9	.0241
SUBURBAN TOTAL	643,981	28,547	19.5	31.5	21.5	13.8	.0171
KENOSHA	**1,643,832**	**30,829**	**18.2**	**27.4**	**21.8**	**20.1**	**.0500**
Kenosha	1,643,832	30,829	18.2	27.4	21.8	20.1	.0500
• Kenosha	1,000,524	29,057	19.3	28.1	20.9	17.8	.0323
SUBURBAN TOTAL	643,308	33,731	16.1	26.2	23.5	24.1	.0177



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WISC. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1986

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
LA CROSSE	**1,129,653**	**23,850**	**24.4**	**30.0**	**17.2**	**11.5**	**.0391**
La Crosse	1,129,653	23,850	24.4	30.0	17.2	11.5	.0391
• La Crosse	566,674	20,388	27.4	26.7	14.5	9.7	.0238
SUBURBAN TOTAL	562,979	27,923	20.6	34.2	20.6	13.6	.0153
MADISON	**4,598,929**	**26,183**	**22.7**	**28.9**	**18.9**	**14.5**	**.1554**
Dane	4,598,929	26,183	22.7	28.9	18.9	14.5	.1554
• Madison	2,361,085	23,510	24.5	26.9	16.2	14.0	.0838
SUBURBAN TOTAL	2,237,844	28,707	20.7	31.2	22.0	15.1	.0716
MILWAUKEE	**18,292,998**	**27,720**	**20.3**	**29.0**	**20.6**	**15.3**	**.5852**
Milwaukee	11,851,375	24,690	22.9	29.1	18.2	12.1	.3909
• Milwaukee	7,045,855	21,996	24.9	28.8	16.5	9.0	.2312
Wauwatosa	790,508	31,571	18.9	28.1	22.8	20.6	.0296
West Allis	857,812	25,623	22.9	33.2	18.8	10.8	.0296
Ozaukee	1,095,505	36,376	13.6	26.5	24.9	27.5	.0313
Washington	1,083,828	29,766	17.2	34.2	23.9	13.7	.0327
Waukesha	4,262,290	35,976	13.5	27.3	27.3	24.7	.1303
• Waukesha	691,843	30,224	18.4	31.5	24.3	14.9	.0244
SUBURBAN TOTAL	10,555,300	32,639	16.2	28.9	24.2	21.2	.3296
MILWAUKEE - RACINE CONSOLIDATED AREA	***20,489,150***	***27,835***	***20.1***	***29.2***	***20.8***	***15.2***	***.6539***
RACINE	**2,196,152**	**28,740**	**18.7**	**30.1**	**22.2**	**14.8**	**.0687**
Racine	2,196,152	28,740	18.7	30.1	22.2	14.8	.0687
• Racine	1,017,689	25,294	21.7	29.7	20.0	11.0	.0343
SUBURBAN TOTAL	1,178,463	32,030	15.5	30.6	24.6	18.8	.0344
SHEBOYGAN	**1,254,299**	**27,040**	**21.1**	**32.8**	**20.2**	**12.0**	**.0389**
Sheboygan	1,254,299	27,040	21.1	32.8	20.2	12.0	.0389
• Sheboygan	586,891	24,766	22.8	31.9	17.8	10.4	.0202
SUBURBAN TOTAL	667,408	29,036	19.2	33.7	22.7	13.6	.0187
WAUSAU	**1,242,960**	**24,058**	**22.9**	**33.2**	**16.9**	**9.2**	**.0415**
Marathon	1,242,960	24,058	22.9	33.2	16.9	9.2	.0415
• Wausau	391,724	21,517	24.0	29.2	15.2	8.8	.0162
SUBURBAN TOTAL	851,236	25,123	22.4	35.1	17.7	9.4	.0253
OTHER COUNTIES							
Adams	137,065	19,476	28.9	28.3	13.3	7.2	.0040
Ashland	154,709	17,882	31.7	27.6	11.1	5.4	.0058
Barron	375,801	18,291	30.5	28.8	11.1	5.3	.0148
Bayfield	127,459	17,145	31.4	26.2	11.5	4.7	.0040
Buffalo	141,237	18,967	29.8	27.8	11.3	8.3	.0044
Burnett	127,375	17,671	31.4	28.1	9.7	5.9	.0041
Clark	279,237	16,909	30.5	26.8	9.1	5.6	.0091
Columbia	487,598	21,816	26.0	32.3	15.3	7.0	.0173
Crawford	146,405	17,130	31.3	26.8	9.2	6.4	.0051
Dodge	845,891	25,190	23.0	32.6	18.2	11.0	.0262
Door	309,648	22,326	26.8	32.7	13.6	9.5	.0102
☐ Douglas	468,644	22,191	24.6	28.7	16.3	9.5	.0156
• Superior	321,688	21,313	25.2	26.7	15.9	10.0	.0114
Dunn	302,386	17,540	31.4	27.6	9.7	6.0	.0107
Florence	35,991	18,767	27.1	26.9	12.5	7.9	.0010
Fond du Lac	955,750	24,193	24.4	34.1	17.6	8.3	.0327
Forest	76,036	16,868	35.9	26.8	8.4	3.8	.0023
Grant	468,696	19,435	27.7	29.3	12.2	7.1	.0164
Green	364,342	22,706	25.5	30.7	15.5	10.1	.0138
Green Lake	193,405	19,863	29.7	30.4	12.6	6.6	.0073
Iowa	170,973	16,919	33.0	28.4	7.1	5.4	.0100
Iron	48,090	13,225	36.2	22.3	4.0	1.8	.0024
Jackson	146,269	17,317	29.9	28.5	9.8	4.3	.0059
Jefferson	738,550	24,172	23.2	33.5	17.3	9.2	.0233
Juneau	205,255	17,712	31.6	27.5	9.9	6.1	.0071
Kewaunee	191,527	21,626	26.4	30.6	14.2	8.9	.0061
Lafayette	162,576	20,212	27.7	30.1	13.1	7.4	.0049
Langlade	187,618	18,460	29.6	27.9	11.0	7.2	.0078
Lincoln	291,684	20,288	28.7	31.1	12.8	6.8	.0094
Manitowoc	888,584	23,837	24.3	33.6	16.5	8.9	.0288
Marinette	390,183	19,317	27.3	31.1	12.2	5.1	.0143
Marquette	123,765	17,127	31.3	28.5	7.9	5.4	.0038
Menominee	20,503	20,783	33.9	34.0	12.9	5.3	.0006
Monroe	368,425	20,882	27.2	30.6	13.3	8.2	.0125
Oconto	293,295	19,403	29.2	29.0	13.1	6.4	.0091
Oneida	330,220	19,805	30.3	31.1	12.7	5.7	.0126
Pepin	73,133	19,871	27.3	30.4	12.7	6.6	.0023
Pierce	356,061	23,804	24.3	31.4	15.5	11.7	.0112
Polk	337,730	19,587	28.5	29.4	12.5	7.0	.0109
Portage	643,576	23,878	23.8	30.2	17.3	10.7	.0222
Price	163,030	18,859	27.3	27.8	12.9	6.7	.0054
Richland	168,122	19,316	28.7	30.2	10.9	7.1	.0058
Rusk	126,704	15,699	35.1	25.7	7.8	3.3	.0045
☐ St. Croix	555,641	28,143	19.2	30.2	21.0	14.7	.0172
Sauk	482,731	20,939	27.7	32.2	13.2	7.2	.0163
Sawyer	120,354	16,014	31.6	25.9	9.1	4.5	.0045
Shawano	343,278	18,334	29.7	28.3	11.4	5.9	.0117
Taylor	170,608	19,229	29.9	28.7	11.7	7.6	.0056
Trempealeau	223,407	17,371	32.2	28.1	9.2	4.6	.0080
Vernon	251,413	17,969	28.8	26.1	11.5	7.2	.0081
Vilas	180,568	18,185	32.6	28.8	10.0	6.1	.0065
Walworth	670,196	19,126	29.2	32.2	10.5	5.0	.0251
Washburn	120,797	15,947	34.9	25.1	8.8	3.2	.0045
Waupaca	438,329	20,472	26.6	31.4	13.2	6.7	.0150
Waushara	185,302	16,422	31.8	27.1	8.6	4.5	.0062
Wood	934,000	25,387	22.5	30.2	18.7	12.1	.0338
TOTAL METRO COUNTIES	**40,455,906**	**26,931**	**21.2**	**30.0**	**19.8**	**13.9**	**1.3163**
TOTAL STATE	**56,531,793**	**24,483**	**23.3**	**30.1**	**17.6**	**11.8**	**1.8717**

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WYOMING

WYO. S&MM ESTIMATES	POPULATION—12/31/86			% of Population by Age Group					RETAIL SALES BY STORE GROUP 1986						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CASPER	**72.4**	**.0298**	**29.2**	**13.1**	**21.5**	**19.1**	**18.5**	**27.3**	**579,337**	**126,354**	**50,082**	**58,518**	**31,158**	**149,167**	**23,411**
Natrona	72.4	.0298	29.2	13.1	21.5	19.1	18.5	27.3	579,337	126,354	50,082	58,518	31,158	149,167	23,411
• Casper	48.3	.0199	30.0	13.1	21.2	19.1	20.3	18.6	530,708	113,613	41,205	56,608	30,475	143,757	22,945
SUBURBAN TOTAL	24.1	.0099	27.8	13.0	21.9	19.1	15.0	8.7	48,629	12,741	8,877	1,910	683	5,410	466
CHEYENNE	**73.7**	**.0303**	**30.2**	**12.8**	**19.2**	**19.5**	**21.3**	**28.6**	**585,168**	**95,506**	**57,206**	**72,127**	**34,725**	**120,282**	**21,624**
Laramie	73.7	.0303	30.2	12.8	19.2	19.5	21.3	28.6	585,168	95,506	57,206	72,127	34,725	120,282	21,624
• Cheyenne	52.0	.0214	31.5	11.8	18.9	19.3	24.0	21.0	515,437	78,437	52,852	66,187	33,120	110,673	21,145
SUBURBAN TOTAL	21.7	.0089	27.3	15.3	19.6	19.9	15.0	7.6	69,731	17,069	4,354	5,940	1,605	9,609	479
OTHER COUNTIES															
Albany	29.8	.0122	26.5	25.2	21.0	15.6	16.6	11.8	253,019	54,544	37,427	7,539	13,038	47,221	13,077
Big Horn	12.3	.0051	32.3	8.9	14.6	17.9	28.2	4.5	43,254	14,429	4,667	2,099	2,381	6,804	1,544
Campbell	35.4	.0145	26.0	15.1	24.7	18.2	9.6	12.2	294,770	71,706	28,151	20,382	16,151	52,712	16,911
Carbon	20.9	.0086	28.6	12.5	21.6	18.6	17.6	7.1	129,740	33,257	9,848	7,295	2,724	19,529	6,401
Converse	14.9	.0061	27.2	12.4	21.3	19.1	14.3	5.1	76,258	19,967	8,949	2,137	2,352	16,986	2,303
Crook	5.9	.0025	30.8	9.9	16.5	20.3	22.8	2.3	18,605	4,616	3,067	406	106	733	531
Fremont	37.0	.0152	29.0	11.6	19.2	19.9	18.5	12.7	245,511	58,298	21,153	20,269	8,516	54,737	11,287
Goshen	12.6	.0052	33.9	10.3	15.1	18.2	30.1	4.9	71,886	20,116	6,938	6,290	839	8,500	3,644
Hot Springs	5.8	.0023	34.2	9.7	15.7	17.2	31.6	2.1	45,113	18,123	3,777	1,097	781	6,500	1,864
Johnson	6.7	.0028	33.3	8.3	17.5	19.2	27.8	2.6	64,321	11,209	7,932	2,012	1,360	10,475	1,499
Lincoln	16.6	.0068	27.6	9.2	16.1	16.6	20.0	5.6	100,126	23,503	13,375	1,825	1,089	25,922	3,706
Niobrara	2.9	.0012	37.7	8.6	13.6	19.3	34.2	1.2	26,404	4,414	3,719	494	498	6,530	276
Park	23.9	.0098	31.7	11.3	17.3	20.2	24.1	9.0	192,896	46,970	15,116	26,632	6,118	37,867	5,347
Platte	10.5	.0043	30.5	10.3	20.2	19.6	21.4	4.2	45,301	13,989	4,364	3,149	943	8,769	576
Sheridan	26.9	.0111	32.0	9.8	19.4	18.1	26.1	10.4	184,822	33,470	17,910	14,668	9,777	40,008	11,287
Sublette	6.0	.0025	30.8	8.7	19.0	21.3	20.7	2.0	33,331	15,592	3,053	926	1,172	1,110	816
Sweetwater	46.2	.0190	27.2	13.0	22.6	18.2	14.1	16.3	298,347	74,315	27,174	33,203	11,593	52,227	9,000
Teton	11.2	.0046	30.2	12.9	29.2	21.8	14.2	4.9	160,145	26,981	25,108	7,161	7,358	11,825	5,984
Uinta	23.5	.0096	26.5	12.8	21.3	16.1	15.8	7.6	274,230	63,502	43,241	8,383	4,037	36,493	4,225
Washakie	9.8	.0041	30.4	9.8	17.5	19.1	22.8	3.5	71,580	12,178	3,558	6,223	3,150	27,343	1,495
Weston	7.4	.0030	30.4	11.0	17.9	19.2	22.5	2.8	58,449	15,092	3,864	1,765	653	15,975	2,209
TOTAL METRO COUNTIES	**146.1**	**.0601**	**29.7**	**13.0**	**20.3**	**19.3**	**19.9**	**55.9**	**1,164,505**	**221,860**	**107,288**	**130,645**	**65,883**	**269,449**	**45,035**
TOTAL STATE	**512.3**	**.2106**	**29.1**	**12.8**	**20.2**	**18.7**	**19.3**	**188.7**	**3,852,613**	**858,131**	**399,679**	**304,600**	**160,519**	**757,715**	**149,017**

WYO. S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1986		% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CASPER	**932,689**	**28,582**	**18.3**	**31.0**	**21.1**	**15.9**	**.0334**
Natrona	932,689	28,582	18.3	31.0	21.1	15.9	.0334
• Casper	640,603	28,849	18.6	28.7	21.8	16.5	.0255
SUBURBAN TOTAL	292,086	28,130	17.7	36.4	19.6	14.4	.0079
CHEYENNE	**851,933**	**23,015**	**25.7**	**27.0**	**16.8**	**12.3**	**.0321**
Laramie	851,933	23,015	25.7	27.0	16.8	12.3	.0321
• Cheyenne	619,269	23,162	24.8	27.0	17.0	12.2	.0251
SUBURBAN TOTAL	232,664	22,650	28.5	26.8	16.5	12.4	.0070
OTHER COUNTIES							
Albany	331,991	20,496	24.5	25.9	13.8	11.4	.0130
Big Horn	119,375	20,654	25.6	29.6	13.0	9.0	.0040
Campbell	528,934	38,386	12.8	24.8	27.6	28.5	.0177
Carbon	242,461	29,252	17.3	29.4	22.8	15.8	.0086
Converse	172,296	29,321	16.3	34.2	22.9	14.4	.0056
Crook	61,479	20,879	29.6	30.1	12.9	9.2	.0019
Fremont	379,171	25,807	22.5	33.0	18.7	10.6	.0144
Goshen	117,792	18,008	28.3	27.1	9.9	8.2	.0044
Hot Springs	67,572	26,000	20.1	27.1	17.7	16.2	.0025
Johnson	68,444	18,517	27.8	26.1	10.8	9.8	.0031
Lincoln	177,174	26,234	22.9	29.9	17.6	14.4	.0065
Niobrara	25,674	15,273	28.4	23.8	8.5	5.6	.0011
Park	273,793	24,574	24.6	29.6	16.3	12.6	.0105
Platte	111,588	23,358	21.7	34.3	17.4	6.4	.0036
Sheridan	340,734	26,584	21.6	26.2	20.1	15.1	.0117
Sublette	55,459	22,250	25.8	30.8	14.9	9.7	.0022
Sweetwater	634,005	33,809	14.2	29.1	26.0	21.5	.0204
Teton	148,533	23,366	24.9	32.9	14.1	12.3	.0068
Uinta	283,149	33,032	14.4	29.8	28.0	17.2	.0122
Washakie	112,313	26,532	22.6	30.9	18.2	14.9	.0041
Weston	100,867	32,458	17.6	25.5	27.0	17.3	.0035
TOTAL METRO COUNTIES	**1,784,622**	**26,058**	**22.1**	**29.0**	**18.9**	**14.0**	**.0655**
TOTAL STATE	**6,137,426**	**26,888**	**21.0**	**29.0**	**19.5**	**14.8**	**.2233**

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